

# JAPAN TOKYO



2019  
Summer/  
Autumn  
夏秋刊

vol.2

FREE  
免费

English 简体中文

Detailed  
**MAP**

Included

附带详细地图

## SHINJUKU VISITOR'S GUIDE

## 新宿旅游指南

# 东京 新宿

■ Shinjuku Station Maps by Exits & Main Spots

新宿站各出口地图 & 主要景点

■ Must-Go Gourmet & Shopping Spots

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No fixed holidays

# Shinjuku

## 新宿



An exciting city area of Tokyo whenever you visit: Shinjuku. It has prospered as an important transportation point that also offers pleasures like shopping, gourmet dining, and entertainment. It is an office town as well, with an exciting lineup of high-rises. New shops are born, one after another, while long-established shops remain. The ever-shifting, always-compelling looks are stimulating.

不论何时来访，东京新宿永远都是那么令人激动兴奋。新宿作为交通枢纽而非常繁荣，集购物、美食、娱乐于一体，也是超高层大厦集中的办公街区。这里有从以前一直保存下来的老字号，也有新店陆续开张。不断变化的风貌总能给人无限惊喜。

## Contents

4 Message 访谈  
from Tatsuya Suzuki,  
President & Representative Director,  
Nakamura Co., Ltd.  
新宿 中村屋 董事长兼总经理 铃木 达也 先生

6 Shinjuku Station Maps by  
Exits & Main Spots

新宿站各出口周边地图&主要景点

- 6 Around Shinjuku Station 新宿站周边
- 8 West Exit Area 西口区域
- 10 South Exit Area 南口区域
- 12 East Exit Area 东口区域

14 Shinjuku's Recommended Plans

新宿推荐出游方案

16 Savory Delights of Shinjuku

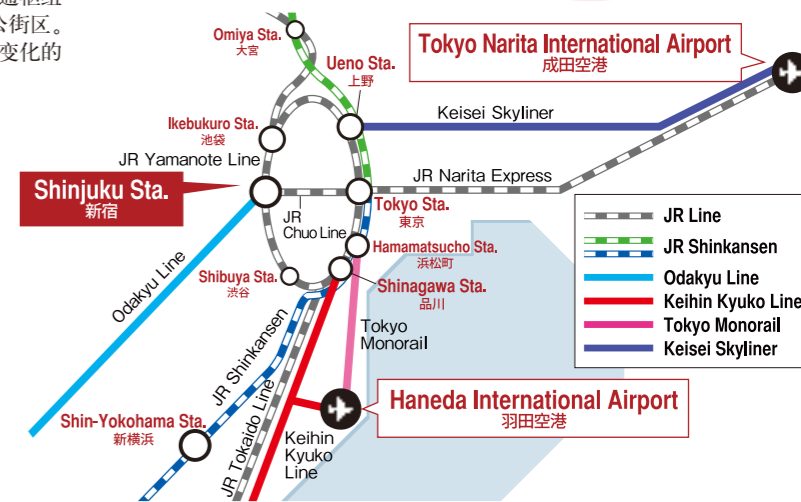
可在新宿享受的美味佳肴

18 Must-Go Gourmet Spots

新宿必去美食景点

22 Soba & Udon: Must-Try Noodles

精制面食 荞麦面、乌冬面



26 Must-Go Shopping Spots

新宿必去购物景点

28 Handy Travel Tips 行程信息

30 Information 信息

Notes

- Information published in this magazine is as of May 17, 2019. There may be cases of prices having been changed since then, due to consumption tax rate revision and other reasons, so please check with the stores before use. And there are instances of consumption tax, other service fees applied separately.
- The details of what have been referenced in this magazine may be changed or discontinued due to weather or other reasons. Please check with the organizer/facility/store before heading out.
- Please note that the opening/business hours, charges, closed days, event opening periods and menu contents of facilities and stores published in this magazine are subject to change without notice.
- Please ask each shop, restaurant, or venue about its New Year's and O-Bon schedule.
- 注意
- 本杂志刊登的信息为截至2019年5月17日的最新内容。价格可能因消费税法修改发生变动，请事先向店方进行确认。此外，可能还需支付服务费等其他费用。
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<http://takano.jp/>

## A Slice of Sweet Perfection

Like renowned fruit emporium Shinjuku Takano, muskmelons were born in Shinjuku.

After being originally brought as a nonnative species to Naito Shinjuku Experimental Station, a modern agriculture promotion base, they were reborn as a beloved original fruit for Japan.

Shinjuku Takano began packaging them as high-class gift items in 1919, a date celebrated this year as the 100th anniversary of artisanal presentation. This luscious luxury fruit has come to symbolize Shinjuku Takano, a place to savor this crown jewel of healthy desserts.



新宿 中村屋



**Tatsuya Suzuki** 铃木 达也先生

# Walk and Experience Charming Shinjuku: City With Just the Right Touch of Old & New

## 新宿是新旧完美融合的城区 漫步逛新宿，感受她的独特魅力



Palpable Luxury and Healthy Mind and Body are key concepts of our Shinjuku Nakamuraya Building, where you'll find Nakamuraya-owned/managed shops and venues, COACH, a travel agency, and much more.

新宿中村屋大厦以“触手可及的奢侈”、“身心健康”为理念。除了本公司自营的商店以外，还有“COACH”和旅游代理店等出租商铺。

Shinjuku-dori is a main street here, bustling with people day and night. A vital enterprise over the years, Nakamuraya opened in 1901, when our founder and his wife bought a bakery, located in front of the main gate of the University of Tokyo, in Hongo. Later, they opened a branch in Shinjuku, despite its bleak atmosphere back then, thanks to our founder's foresight. He recognized that, being a streetcar terminus, Shinjuku would surely develop in the future. His vision bore fruit, as we made our Shinjuku shop also our flagship, one recognized throughout Japan. I feel it is truly significant that the city of Shinjuku is our center and where we make our home.

In 1927, we opened a restaurant responding to customer request, introducing original items like *chukaman*—Chinese steamed buns made by modifying Chinese *baozi* to suit Japanese palates—mooncakes, and Indian curry with authentic taste. These continue to be our hallmark products today.

We remodeled our main store in 2014 and opened Shinjuku Nakamuraya

Building. I want to encourage one and all while here to savor the timeless taste of tradition at Manna, a family restaurant (B2); enjoy Japanese and Western sweets as well as tasty deli at Bonna (B1). Granna (8F) serves up delicious courses matched with wine from Japan and around the world. Another bastion of good taste is Nakamuraya Salon Museum of Art (3F), established to carry on the fine legacy of our founding couple, who had a deep knowledge of art and culture. Nakamuraya was also a salon connecting people, where many artists and cultured people gathered. I think it is also our important work to succeed and connect the history of Nakamuraya to the next generation.

Shinjuku is a city where new and old are held in a fine balance and growth accommodates vital variety: east and west sides of the station offer wonderfully variant atmospheres, while main streets with high-class goods coexist with old-fashioned side streets. Here you'll find a characteristically open-minded attitude, inviting all kinds of people to come have a good time. Walk from Shinjuku-dori to Meiji-dori, further on into back alleys, for

enchantingly varied discoveries and surprises like spiritual shrines, entertaining theaters, and charming boulevards. See for yourself all that awaits while strolling among the welcoming charms of Shinjuku.

Indian curry brought by the Indian independence activist Rash Bihari Bose, whom the founder and his wife supported, remains a hot item today on Nakamuraya's menu.

由创业者夫妇支援的印度独立运动家赖斯·哈比利·布斯带来的纯印度式咖喱饭，是中村屋一直以来的招牌菜。



Broad-mindedness is Shinjuku style, accepting one and all, in a place where everyone has fun. It's also where most overseas travelers choose to stay in Tokyo while visiting Japan. We spoke about appealing factors and fascinating facets of Nakamuraya, as well as of Shinjuku, with Tatsuya Suzuki, president and representative director of Nakamuraya, a company going back 117 years with a head office in this city.

新宿远近闻名，大多数来东京旅游的外国游客都会在此住宿，是一个接纳八方来客，让所有人都能尽情畅游，包容性非常强的城区。此次我们采访了总店位于新宿、创业117年的老店——中村屋的董事长兼总经理铃木达也先生，请他讲一讲中村屋以及新宿的魅力。

### PROFILE

Joined Nakamuraya after graduating from Keio University, Faculty of Economics, 1978. After experience as confectionery marketing GM, executive officer, and corporate planning GM, Mr. Suzuki became president and representative director in 2015. Three years later, he had a factory for Chinese steamed buns built in Iruma City, Saitama Prefecture, with its Chinese Steamed Bun Museum recently opened there in January 2019. He is from Tokyo.

1978年毕业于庆应义塾大学经济系后，进入中村屋公司。曾任市场部部长、执行董事经营企划部门统括部长等职位，2015年担任董事长兼总经理。2018年，在埼玉县入间市新建中华包子专用工厂。翌年2019年1月，在该工厂内开设“中华包子博物馆”。东京都出身。

新宿大街日夜人山人海，是新宿的主要街道。中村屋于明治时期在这条街边开店，之后与新宿共同走过了超过100年的岁月。中村屋始于1901年，起初创始者夫妇收购了位于东京本乡的东京大学正门前的一家面包店。为了扩展业务，他们在新宿开设了分店。之所以选择当时还散发着荒凉气息的新宿，是因为新宿是市内电车的终点站，未来一定会进行开发，创业者非常有先见之明。伺候承蒙大家的支持与惠顾，我们以新宿为总店发展到全国驰名，新宿作为中村屋的中心，意义深远。

1927年，应顾客的要求，我们开设了茶饮部（餐厅），向广大的顾客们提供将中国包子改造成日本人喜欢口味的中华包子、月饼、以及正宗口味的纯印度式咖喱饭等独创的商品。这些商品传承至今，现在也依然是中村

屋的招牌商品。

2014年，通过对旧总店的再开发，新宿中村屋大厦开业了。地下2层是面向家庭的餐厅“MANNA”，可以轻松品尝到中村屋传统的味道，地下1层“Bonna”可以买到日本和西洋的甜点和配菜等，8层“Granna”可以品尝到以日本酒为主的套餐料理等。3层的“中村屋沙龙美术馆”继承了对艺术和文化造诣颇深的创业者夫妇的意愿而设置。众多艺术家和文化人士在此聚集，继承了中村屋同时也是连结人与人的“沙龙”这一历史，将其传承到下一代也是我们的重点工作。

新宿新旧融合恰到好处，不仅在车站东西两侧存在着完全不同的氛围，高端线路与传统的横町也混杂其中，是一个包容并蓄共同发展的城区。也是一个接纳八方来客，让所有

人都能尽情畅游，包容性非常强的城区。从新宿大街到明治大街，再沿着小路逛一逛走一走，想必会遇到很多有趣的神社、剧场，还有充满风情的街景，会带给您许多新的发现和惊喜。推荐您漫步逛一下，探索新宿这座城区的魅力。

### Shinjuku Nakamuraya

新宿 中村屋  
 新宿 中村屋

3-26-13 Shinjuku,  
 Shinjuku-ku, Tokyo  
 东京都新宿区新宿3-26-13



# Around Shinjuku Station

新宿駅周辺



# West Exit Area

## 西口区域

Near Shinjuku Station's West Exit are major department stores like Odakyu department store along with hotels and high-rises. Many of these skyscrapers offer fabulous panoramic views of the city from their upper floors.

以小田急百货店为代表，新宿站西口周边商场和酒店、高楼大厦林立。从各处楼宇的上层，可将新宿的景色尽收眼底。

### Skyscrapers

高层建筑群 高層ビル群

One of Japan's largest clusters of skyscrapers, Shinjuku's towering buildings light up after sunset for a magnificent nightscape. Many house renowned restaurants on top floors, also making the area famous as a gourmand's hangout.



©TCVB

这里是日本有名的办公大楼街。一到晚上，就营造出美丽亮丽的夜景。此外很多知名餐馆在大厦的上层开设有店面，也是著名的美食打卡景点。

### Tokyo Metropolitan Government Building



東京都庁舎 東京都庁舎

The top part of the 48-story Tokyo Metropolitan Government Building is designed as twin towers. This sharp artistic design is the work of a famous architect and a must-see. City views from the Observatory on the 45th floor, open to the public, is breathtaking.

共48层的都厅舍上部为双塔结构。出自建筑名家之手的外观犀利而富于艺术气息，是不容错过的景点。45层的展望室对公众开放，凭窗远眺，美景一览无余。

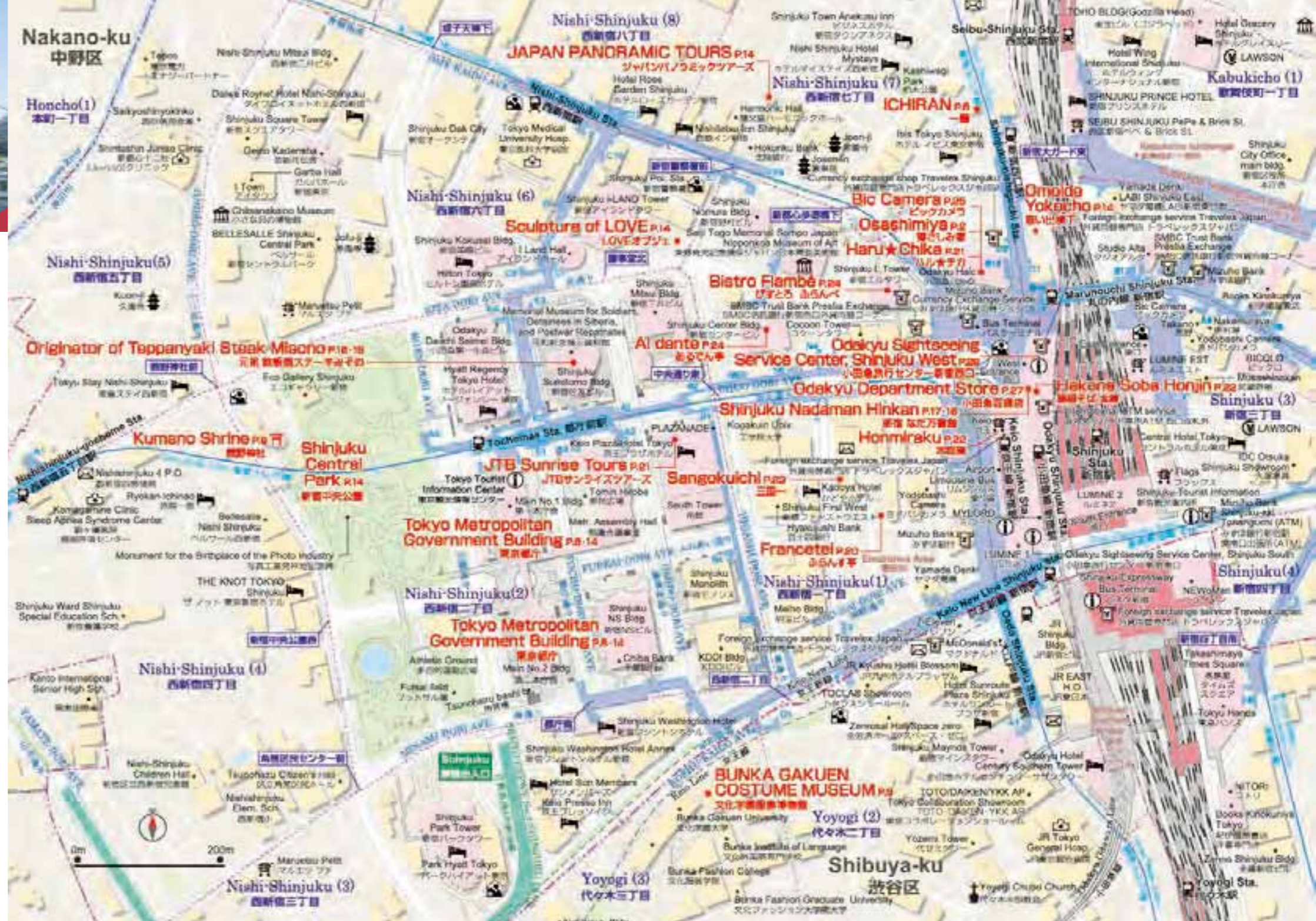
### Kumano Shrine

熊野神社 熊野神社

This tutelary shrine of the area from Kabukicho to the West Shinjuku area on the other side of the station once had in the Edo period (1603-1868) large and small ponds, making for an ideal recreational space. A talisman of the shrine's symbol, three-legged Yatagarasu (mythical raven), is said to bring good luck and overall good fortune.



是包括新宿站在内的从歌舞伎町到西新宿地区的镇守神社。在江户时代，神社里曾有过大小两个池塘，经常有各种娱乐活动。该神社的象征3足八咫鸟的护身符作为开运护身符深受大家的喜爱。





## ICHIRAN

### Nishi-Shinjuku

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📍 新宿区西新宿7丁目10-18 小泷桥 PACIFIKA 大楼1F

📺 30个 ⌚ 24小时营业

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Noh Costumes, Kabuki Costumes  
7 Oct. 2019 ~ 29 Nov. 2019

# South Exit Area

## 南口区域

There are the Shinjuku Expressway Bus Terminal "Busta Shinjuku" as well as Takashimaya Times Square on the east side, and Shinjuku Southern Terrace on the west side, encompassing the railroad tracks.

以高速巴士总站“Busta新宿”为首，东侧是高岛屋时代广场，西侧是新宿南步道(Southern Terrace)，簇拥在铁路路线周围。

### Shinjuku Expressway Bus Terminal

新宿高速巴士总站 **バスタ新宿**

A large bus terminal accommodating expressway buses going to and coming from areas around Japan are daily served by long-haul buses to places like the Tohoku, Tokai, Hokuriku, Kansai, Shikoku regions, as well as Kyushu.



是日本全国高速巴士集散的巨大巴士枢纽站。从东北、东海、北陆、关西、四国乃至九州，每天都有长途巴士发送旅客。

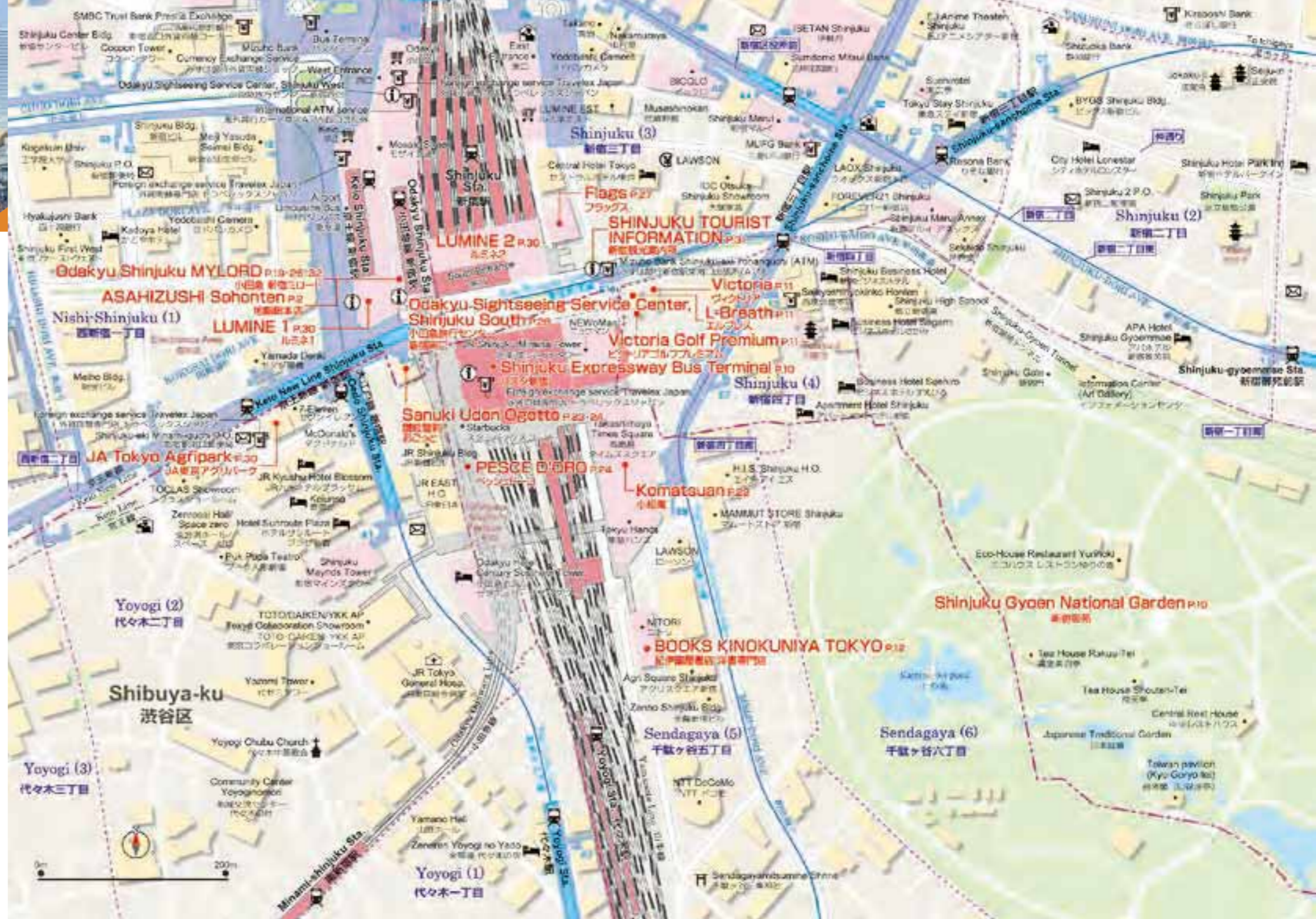
### Shinjuku Gyoen National Garden

新宿御苑 **新宿御苑**



The site of a private mansion of a feudal lord of the Edo period became an imperial garden in 1906 and a national garden after WWII. In addition to formal, landscape, and Japanese gardens, plus a large greenhouse, there are historical buildings like the Old Imperial Rest House and Kyu-Goryo-Tei (Taiwan Pavilion) that enable visitors to see the history of the Imperial House.

江戸时代的旧宅邸在1906年成为了皇室庭院，并在战后成为了国民公园。园内除了整形庭院、风景式庭院、日本庭院、大温室外，还有作为历史建筑的老洋房御休所及旧御凉亭。在这里可以看到皇室的历史。



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# East Exit Area

## 东口区域



On the East Exit side is Kabukicho, Japan's largest entertainment district, as well as many cultural facilities such as live music clubs, jazz bars, vaudeville houses, and movie theaters.

东口周边除了有日本最大的娱乐街“歌舞伎町”，还是小型音乐厅和爵士咖啡馆、曲艺场、电影院等文化娱乐设施的集中地。

### Kabukicho

歌舞伎町 歌舞伎町

A very famous area with a bustling night scene includes many eateries serving ramen, yakiniku barbecue, Chinese, shabu shabu and more, making it a fun and savory district to explore during the day as well.

以夜店集中而闻名的区域。还有拉面、烤肉、中华料理、涮锅等大量餐饮店，白天在此漫步也充满趣味。



### Shinjuku-dori



新宿大街 新宿通り

The street goes through JR Shinjuku Station East Exit, Shinjuku 3-chome, a busy shopping district, and goes through to Shinjuku Gyoenmae Station. Along the way are major shopping locations such as electrical appliance retailers, mega bookstores, renowned department stores, and high-fashion brand shops.

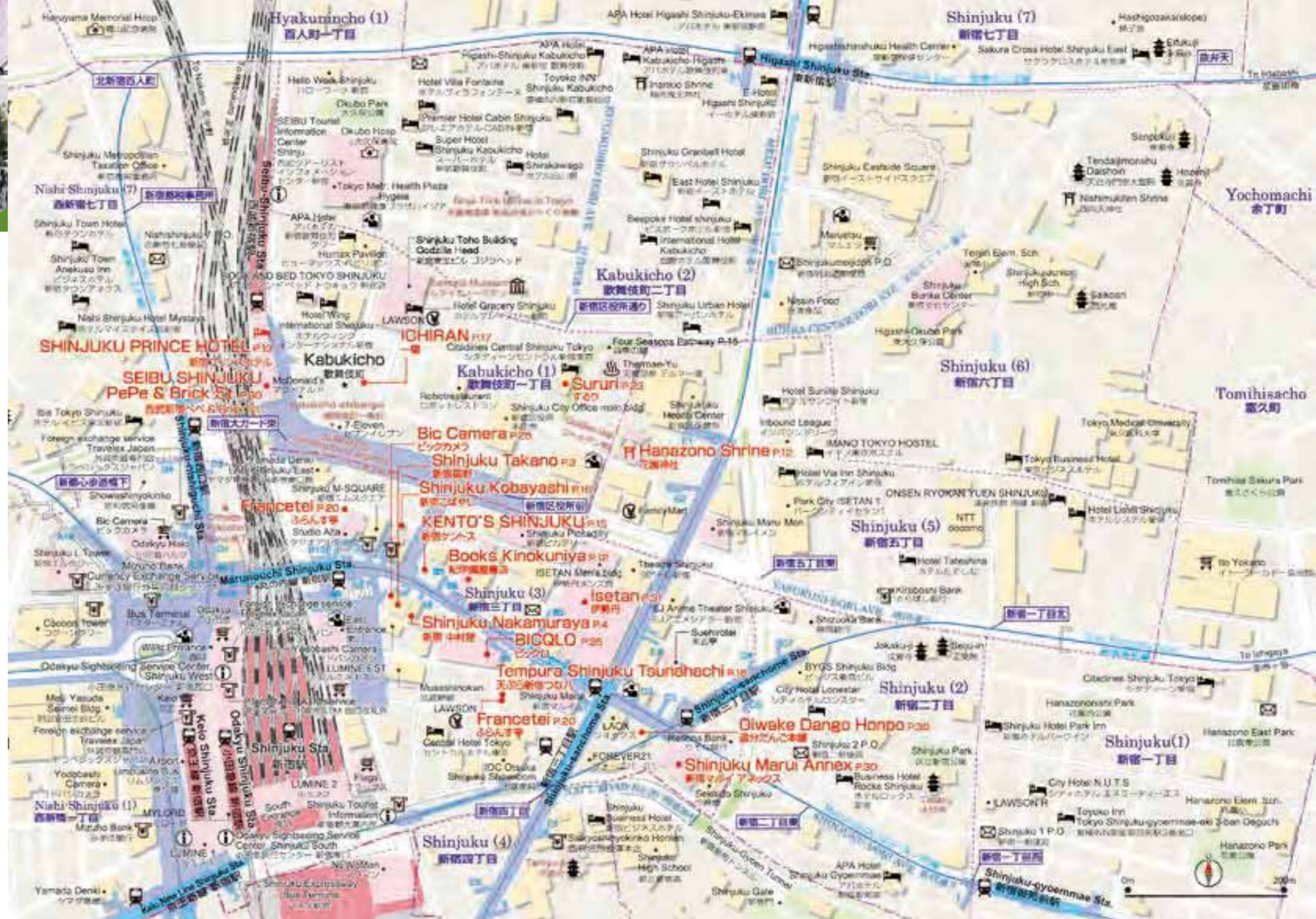
新宿大街经由衔接JR线东口、购物街的新宿三丁目，直通新宿御苑前站。大街两旁坐落着家电商城、大型书店、商场、名牌专卖店。

### Hanazono Shrine

花园神社 花园神社

A local shrine serving as the tutelary god of Shinjuku going back before the 17th century has had strong connections with public entertainment, and on the shrine grounds is Geino Sengen Shrine, where one can worship the god of entertainment and media, as well as Itoku Inari Shrine, whose god grants prayers for blessed engagements, marriage, and children.

作为新宿的总镇守神社。在江户开府(1603年)前就是神道教信仰的集中地。从江户时代起与艺术界的关系就非常深厚。神社境内除了艺能浅间神社外，还供奉着祈求姻缘和夫妇和睦非常灵验的威德稻荷神社。





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**FUGA** 風雅

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SHINJUKU PRINCE HOTEL  
1-30-1 Kabuki-cho, Shinjuku Tokyo, 160-8487 Japan  
Tel: 81-(0)3-3205-1111 princehotels.com/shinjuku/



Seibu Group Smiles ahead

Recommended Plan

# Shinjuku Skyscraper Walking Tour

## 超高层大楼群漫步 路线

Enjoy a walk from a shopping area near the West Exit to a thrilling cluster of Tokyo Metropolitan Office Buildings and other modern high-rises.  
从车站西口的购物区出发,走入以东京都厅大楼为代表的超高层近代建筑群区域。



### 1 Shinjuku Station West Exit 新宿站西口周边 新宿駅西口周边 MAP P9



Shopping zone of department stores includes Odakyu and other shops. On the bus terminal side are large consumer electronics retailers like Bic Camera.  
小田急百货店等商场栉比鳞次的购物街。在巴士总站一侧,坐落着Bic Camera等大型家电商城。

walk 15min.

### 2 Observatory, Tokyo Metropolitan Government Building 東京都庁展望室 東京都庁展望室 MAP P9



Observatory on 45F offer a commanding view of Shinjuku. (Open 9:30-23:00; last admission, 22:30)  
45层的展望室是可将新宿街景尽收眼底的绝佳景点(开放时间9:30~23:00,最晚入室时间为结束时间前30分钟)。

### 3 Shinjuku Central Park 新宿中央公园 新宿中央公園 MAP P8

Adjacent to a group of skyscrapers, the park is a popular metropolitan oasis where springtime cherry blossoms and autumn foliage are delights of the season.  
与高层大厦群相邻,作为大都会中的绿洲而受到人们喜爱。这里春季樱花绚烂,秋日红叶似火。



walk 8min.



### 4 Sculpture of LOVE LOVE雕塑 LOVEオブジェ MAP P9

The sculpture by America pop artist Robert Indiana is one of many LOVE pieces around the world. Many travelers come here just for this work of art.  
美国波普艺术家罗伯特·印第安纳的作品,相同的“LOVE”雕塑分散在世界各地。很多游客专程而来只为一睹雕塑的风采。

美国波普艺术家罗伯特·印第安纳的作品,相同的“LOVE”雕塑分散在世界各地。很多游客专程而来只为一睹雕塑的风采。

walk 10min.

### 5 Omoide Yokocho 回忆小巷 思い出横丁 MAP P9

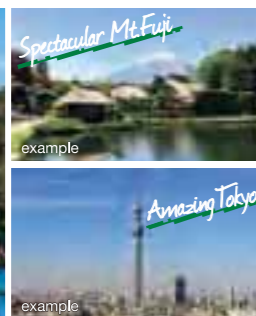


Some of the 300-plus food stalls that once lined this memory lane and prospered after the war remain today, now an area of bars and restaurants including many grilled skewered chicken (yakitori) stalls known as yakitori yokocho.  
二战后300间以上的小摊贩中的一部分留存至今,形成了这里具有怀旧气息的小酒馆一条街。这里也被称为烤鸡肉串一条街,烤鸡肉串店非常多。

二战后300间以上的小摊贩中的一部分留存至今,形成了这里具有怀旧气息的小酒馆一条街。这里也被称为烤鸡肉串一条街,烤鸡肉串店非常多。

## Explore the best places in Tokyo/Mt.Fuji/Hakone!!

One day English bus tour by Japan Panoramic Tours.



Multilingual Audio Guide is available. English Spanish French Italian Russian Chinese Indonesian Thai

Reservation Please book it before coming to sculpture of Love.

Phone 03-6279-2988 Opening Time >> 7:00am to 10:00pm Online

Coupon S5TYV6EB Note: 5% discount when you book a tour on our website and enter the coupon number. Valid through June 30, 2020.

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Enjoy delicious food and drink together with live music.

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SHOW TIME  
1st 7:20 p.m. ~ 5th 11:50 p.m. ~  
2nd 8:20 p.m. ~ 6th 1:00 a.m. ~  
3rd 9:20 p.m. ~ (Sun·Holiday / ~4th)  
4th 10:30 p.m. ~

system  
Music Charge Men ¥2,500 (tax excluded)  
Service Charge 10% (20% after midnight) Women ¥2,000 (tax excluded)

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www.shinjuku-kentos.co.jp

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# Sushi 寿司 寿司

Sushi places fish, shrimp, squid, shellfish, etc., atop a small amount of vinegar-flavored rice. It's eaten with a bit of *wasabi* Japanese horseradish and soy sauce for added flavor.

以醋浸渍白米做成的寿司饭，配上鱼、虾、乌贼、贝类等，再经手工揉握而成即为寿司。可蘸上少许芥末、酱油后品尝。

ASAHI ZUSHI Sohonten, Tokyo Opera City 53F Store  
旭觴总本店 东京歌剧城53F店  
旭觴总本店 東京オペラシティ53F店  
Tel.03-5353-0470  
MAP P6



# Teppanyaki Steak

## 铁板烧 鉄板焼き

Meat, seafood, and veggies are served fresh and cooked on a countertop iron griddle in a fabulous performance by spatula-wielding chefs who enchant customers with their enthusiasm and cooking magic.

在吧台的铁板上炙烤肉类、海鲜和蔬菜，现烤现吃。专任厨师的华丽烹饪技巧让人叹为观止。

# Sukiyaki

## 寿喜烧 すき焼き

Kanto-style sukiyaki cooks up thin-sliced beef and veggies in a stock mixture of *shoyu*, sugar, and sake, while Kansai-style sautées the ingredients. Dip your favorites in whisked eggs as you like.

将牛肉薄片和蔬菜用酱油、砂糖、酒调和而成的料汁以关东风味烹煮，或以关西风味烧烤后品尝。根据喜好，还可以蘸着生鸡蛋吃。



Shinjuku Nadaman Hinkan  
新宿 滝乃宾馆  
新宿 なた万宾馆  
Tel.03-5381-0700  
MAP P9

# Savory of of 可在新宿享受的 美味佳肴

# Delights Shinjuku

Take your time to taste a vast variety of dishes made with ingredients harvested from a rich bounty of Japan's sea, mountains, and countryside, all infused with umami, the taste sense born from traditional Japanese food culture.

作为岛国的日本，在海中、山上、乡间有许多自然的食材可供使用，配以日本人传统饮食文化中衍生出的“美味”配方，各种独具特色的美食料理，必能令您尽享味蕾盛宴。

# Eel Dish

## 鳗鱼料理

うなぎ料理

Over the ages, eel has been highly nutritious and rooted in Japanese culture. A standard dish is *unaju* (eel in a food box, or *jubako*), steamed white rice topped with eel fillets, all glazed with a sweetened soy-based sauce and flavorfully grilled.

鳗鱼料理营养价值高，自古以来就植根于日本文化之中。其中盒装鳗鱼饭是白米饭上盛放香气扑鼻的刚烤好的蒲烧鳗鱼，然后浇上甜中带辣的酱汁，是必点的鳗鱼料理。



Unagi & Sukiyaki  
Shinjuku Kobayashi  
鳗鱼 寿喜烧 新宿小林  
うなぎ すき焼 新宿こばやし  
Tel.03-3352-5884  
MAP P13

Tempura Shinjuku Tsunahachi Main Shop  
天妇罗新宿綱八 总本店  
天ぷら新宿つな八 総本店  
Tel.03-3352-1012  
MAP P13



# Tempura

## 天妇罗 天ぷら

Tempura, a local specialty of Edo (present-day Tokyo), is a batter dish of seafood and veggies deep-fried at high temperatures for a unique texture and flavor.

以小麦粉等加水调制而成的面衣包裹鱼类和贝类及蔬菜等，再经高温油炸而成。是江戸的乡土料理。

# Ramen 拉面

ラーメン

Savor Japanese ramen, a dish of boiled Chinese noodles, roast pork fillet, bamboo shoots, and other ingredients. Special soups use a base of *miso*, *shoyu*, or *tonkotsu*. A wide range of soups and noodles will suit every palate.

日本的拉面，就是煮好的日式中华面搭配叉烧、笋干等浇头，最后浇上味噌、酱油、猪骨等为基础的的特制汤头一起品尝。汤汁和面的种类丰富多样。



ICHIRAN  
Shinjuku Kabukicho  
一兰 新宿歌舞伎町店  
一蘭 新宿歌舞伎町店  
Tel.03-6233-7667  
MAP P12

# Premier Taste and Hospitality With Leading Washoku

## 引领日本餐饮的 极致美味与款待精神



1\_Tantalizing and gorgeous ingredients stimulate your palate. 2\_Enjoy good food and conversation with a cook at Tempura Corner. 3\_Savor premium-brand Yonezawa beef in Sukiyaki Gozen.

1\_眼花缭乱奢华美食让您食欲大开。2\_坐在天妇罗桌台前，还能与厨师聊天。3\_提供品牌牛肉“米泽牛”的寿喜烧套餐。



## Shinjuku Nadaman Hinkan

新宿 滩万宾馆

新宿 なだ万賓館

West Exit  
西口  
MAP P9

☎03-5381-0700

■ Odakyu Department Store Shinjuku Store, Main Bldg. 14F, 1-1-3, Nishi-Shinjuku, Shinjuku-ku, Tokyo ■ Hours: 11:00-16:00; 16:00-22:30 (last order, 21:00) ■ Open daily ■ Credit cards accepted ■ 1-min. walk from West Exit, Shinjuku Station ■ <https://nadaman.co.jp/restaurant/shinjuku/>



Spacious, comfortable seats for enjoying a full night view of Shinjuku.

宽敞舒适的座位，可一览新宿的夜景。

Founded in 1830, Nadaman is a sophisticated Japanese restaurant representing leading Japanese cuisine (*washoku*), with 24 restaurants in Japan and six overseas, including Beijing and Hong Kong. We have specialized counter chefs cooking before your eyes—Shimizu for sushi, Matsui for *tempura*, and Takehanatei for *teppan* steak—in a luxurious space to savor *washoku* all at once. Located on Odakyu Department Store's top floor, with direct access from Shinjuku Station, Nadaman offers views of Sky Tree. Diners are served a complimentary drink (some exceptions). Diners may receive a complimentary drink until Oct. 31, 2019.

创立于1830年的“滩万”是日本具有代表性的高级日本料理店，在日本国内拥有24家店铺，在北京、香港等海外也有6家店铺。新宿滩万宾馆设有“清水”寿司、“松井”天妇罗、“竹花亭”铁板烧等各专门吧台，厨师会在面前现场烹饪制作，是体验日本料理的奢侈空间。位于新宿站直通的小田急百货店的顶层，天气晴朗的日子可以看到东京晴空塔。就餐即可获赠一杯饮料(部分除外)。有效期截止2019年10月31日。

## Tasty Teppanyaki of Kobe Beef

### 铁板烧烹饪的极品神户牛

Founded in 1945, our Teppanyaki Steak Restaurant cooks up a savory selection of select Kobe beef, *wagyu*, fresh lobster, and more on an iron griddle (*teppan*) right before your eyes. Enjoy dramatic chef performance, mouth-watering scents, and rich tastes together with a night view of Shinjuku. About a five-minute walk from Tokyo Metropolitan Government building.

1945年创业，老字号的铁板烧牛排店。精选神户牛和其他和牛，还有新鲜龙虾等素材，在来客面前的铁板上进行烹饪。在欣赏新宿夜景的同时，体验厨师的烹饪技巧，以及美食浓郁的香气和芳醇的味道。从都厅出发步行约5分钟。

## Originator of Teppanyaki Steak Miso Shinjuku Store

元祖 铁板烧牛排Miso 新宿店

元祖 鉄板焼ステーキみそ 新宿店

West Exit  
西口  
MAP P9

☎03-3344-6351

■ Shinjuku Sumitomo Bldg. 51F, 2-6-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo ■ 11:30-14:30, (last order 13:30); 17:00-22:00, (last order 21:00) ■ Open daily ■ Parking available ■ Credit cards accepted ■ 10-min. walk from West Exit, Shinjuku Station ■ <http://miso.org/shop/shinjuku/>



1\_Tastes of ingredients like Kobe beef and lobster are fully enjoyed. 2\_The restaurant on 51F has a captivating city night view. 3\_Savor meat with salt and pepper or original sauce. Lunch (domestic beef) from ¥3,240, dinner (*kuroge wagyu*, Japanese black breed cattle) from ¥11,880.

1\_尽享神户牛和龙虾等食材的原汁原味。2\_51F的店内可一览迷人夜景。3\_吃肉时放胡椒粉或独创酱汁。午餐(日本国产牛)3,240日元起，晚餐(黑毛和牛)11,880日元起。

## Choose Among 24 Cafes and Restaurants!

### 24家咖啡馆和餐厅任君选择!

In Odakyu Shinjuku MYLORD, directly connected to Shinjuku Station's South Exit, are 24 restaurants and cafes! Various dining choices include Japanese, Western, Italian, Chinese, café-style, sweets, and desserts. And don't forget the shopping pleasure of fashion, cosmetics, gifts, and souvenirs!

与新宿站南出口相通的新宿MyLord，有24家餐厅&咖啡馆! 日料西餐、意大利菜、中餐、咖啡馆&甜品等美味一应俱全，满足您的味蕾。服饰、化妆品、礼品、特产等购物乐趣也不容错过!



1\_2\_3\_ In addition to the usual *washoku*, *teppanyaki* and *ramen* restaurants, eateries and cafes popular across Japan are here. Here you'll enjoy lunch, dinner, or even a snack break during shopping.

1\_2\_3\_除了经典日料、铁板烧、拉面，还有其他日本国内的人气餐厅&咖啡馆，阵容庞大。不仅可以享用午餐、晚餐，购物之余也可在此小憩。

## Odakyu Shinjuku MYLORD

小田急 新宿MYLORD

小田急 新宿ミロード

South Exit  
南口  
MAP P11

☎03-3349-5611

■ 1-1-3, Nishi-Shinjuku, Shinjuku-ku, Tokyo ■ Mosaic Street: 10:00-21:00; Mall 2F, Fashion Floors 2-6F: 11:00-21:00; Restaurant Floors: 11:00-23:00 Note: Hours of some shops differ. ■ No fixed holidays ■ Credit cards accepted ■ Parking available ■ Connected to Shinjuku Station South Exit ■ <https://www.odakyu-sc.com/shinjuku-mylord/>

# Japanese-Style Steak With Secret Lemon Sauce

## 秘制酱汁配以柠檬香气的 和风牛排



Lemon steak is a renowned dish originating in Sasebo, Nagasaki Prefecture, served sukiyaki-style. At Francetei, in addition to this savory steak, you can experience the taste Japanese people love in other dishes, like curry with carefully prepared stock of chicken, *tonkotsu* pork bone, and seafood, as well as a hamburger steak with original Japanese-style sauce.

柠檬牛排采用寿喜烧的做法烤制牛排，是源自长崎县佐世保市的著名料理。此外还有使用鸡骨、猪骨、海鲜精心熬制的汤头制作而成的咖喱，浇上和式独创酱汁的汉堡肉等菜肴，来到Francetei，体验一下日本人最喜爱的味道。

## Francetei

Francetei

ふらんす亭

☎03-5325-5266

■ Shinjuku West Exit Store Shinjuku Gekkoso Bldg. B1, 1-12-6, Nishi-Shinjuku, Shinjuku-ku, Tokyo ■ Hours: 11:00-23:30 (last order, 23:00); Sun. & Holidays, until 23:00 (last order, 22:30) ■ Credit cards accepted

☎03-3341-3699

■ Shinjuku East Exit Store Moa Center Bldg. B1, 3-24-8, Shinjuku, Shinjuku-ku, Tokyo ■ Hours: 11:00-23:30 (last order, 23:00) ■ Credit cards not accepted

☎03-5360-8620

■ Shinjuku Chuo-dori Store Miya Bldg. B1, 3-31-7, Shinjuku, Shinjuku-ku, Tokyo ■ Hours: 11:00-23:30 (last order, 23:00) ■ Credit cards accepted



## Enjoy a Glass of Drink Freely in an Alley-Style Mall

### 横丁STYLE, 轻松喝一杯

Eatery mall in the basement 3rd floor of Shinjuku West Exit HALC. Ten variety-rich eateries line in an alley style. You can savor dishes served with pride as well as a “pub” crawl day or night, thanks to closing time at 24:00. Enjoy the added convenience of access even on rainy days, as the building is connected indoors to Shinjuku Station West Exit.

位于“新宿西口 HALC”的地下三层美食街。10家店铺依次排开，种类丰富，典型的横丁STYLE。午餐自不必说，营业至深夜零点，日夜均可享用精品美食，还能依次喝遍各家美酒。直通新宿站西口，刮风下雨也不用担心。



### Restaurants & Cafes Haru★Chika

食堂酒场 Haru★Chika

食堂酒場 ハル★チカ



☎03-5325-2245 (HALC Administration Center)  
■ 1-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo ■ 11:00-24:00 (last order, 23:00; 22:30 at Alice in Magical land; Munchen, open 11:00-23:00, last order 22:15)  
■ 1-min. walk from West Exit, Shinjuku Station  
■ <https://www.odakyu-sc.com/odakyu-halc/>

#### shops

- Kushiya Bistro Kushiya Bistro Gaburi
- Seafood Izakaya Osashimiya
- Kushiya, Tebayaki, Public Tavern Buvitamin
- Kushikatsu Dengana
- Korean Food Yan no le
- Gyoza Bar Agalico Gyozarou
- Teppanyaki Okonomiyaki Ippo
- Lunch & Dining Lad's Dining
- Alice's Fantasy Restaurant Alice in Magical land
- Beer Restaurant Munchen

Note: As of May 2019

Any group, from solo to party-size, can drop by. Nightlife in Shinjuku means tasty drinks are reasonably priced!

不论独自小酌，或几小聚，即可随意入席开怀畅饮。价格亲民的美酒，伴您度过新宿的夜晚！

## SUNRISE TOURS

### Get a free day? Get out and about with Sunrise Tours!

Book from over 2,000 different tours, departing from Tokyo, and more!

#### Walking Tour: Evening Tour of Kabukicho and Shinjuku Golden Gai with Bar Experience

Adult/Child JPY 5,900/JPY 4,900



#### Japanese Drum TAO MANGEKYO

Afternoon Performance 3:00pm  
Evening Performance 8:00pm

Meeting Location & Address

Alternative Theatre(Yurakucho)

Address: Yurakucho Mullion (Yurakucho Center Bldg) 7F, 2-5-1 Yurakucho, Chiyoda-ku, Tokyo

from 6 years

JPY 8,500

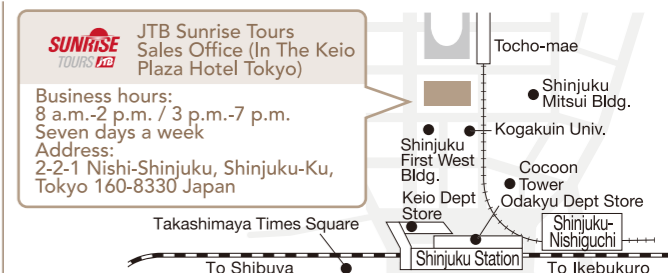


**Information** Bookings for these tours are not accepted through this advertisement. Please refer to our tour pamphlet to confirm tour details.

1. Online  English  sunrise tours

2. Phone  03-6743-1597 7:00 a.m. to 9:00 p.m.  
An operator will guide you in English, Japanese, Chinese, or Korean.

3. Store  Shinjuku Tours may be booked by visiting this store. Ask our friendly staff about recommended must-see spots during your stay!



# Elegant Down-Home Washoku Soba &

## 日式大众美食的代表 精制面食

# SOBA

荞麦面

Make *soba* dough by mixing buckwheat flour, derived from finely ground buckwheat seeds, with a binder and then knead into a ball adding water as you go. Press the ball and roll flat and thin, cutting into long, thin pieces. Binder ingredients generally used are wheat, Japanese yam, or Chinese yam.

荞麦面是在荞麦果实细磨制成的荞麦粉中掺入面粉，再加水揉合成面团，展开摊平后细切（荞麦面条）。面粉一般使用小麦粉、芋头或山药。

## Mori Soba 笼屉荞麦面

もりそば

Eating cold *soba* by dipping into soup stock is called *mori soba* to differentiate it from *soba* in soup stock (*bukkake soba*). *Mori soba* is also called *zaru soba* or *seiro soba*.

将凉的荞麦面沾上汤汁吃，就是“笼屉荞麦面”。这个称呼是为了有别于把汤汁浇在荞麦面上的“汤汁荞麦面”。“蒸笼荞麦面”也被称为筑篱荞麦面、蒸笼荞麦面。

Komatsuan Sohonke,  
Shinjuku Takashimaya Shop  
小松庵 总本家 新宿高岛屋店  
小松庵 总本家 新宿高岛屋店  
Tel.03-5361-1865 MAP P11

## Tempura Soba

### 天妇罗荞麦面

天ぷらそば



Rich noodles of buckwheat (*soba*) are served in hot soup stock with *tempura* toppings like prawns, whitefish, and vegetables.

荞麦面条浇上汤汁的热汤荞麦面，上面添加天妇罗。天妇罗的种类包括有虾肉、白身鱼、蔬菜等。

Nihon Soba Honmiraku, Keio Department Store, Shinjuku  
日本荞麦面 本味乐 京王百货店 新宿店  
日本そば 本味楽 京王百貨店 新宿店 Tel.03-5321-5963 MAP P9

## Savor Soba a la Standing Bar-Style

### 站着享用正宗荞麦面



Hakone Soba Honjin  
箱根荞麦面 本陣  
箱根そば 本陣  
Tel.03-3342-6863 MAP P9

Experience a genuine, casual style of dining where you can savor *soba* in the mode of a standing bar. Drop by and get drawn in by the scent of homemade stock that is the essence of Japanese taste and style. And be sure to top your *soba* with delicate deep-fried *kakiage* ingredients.

可随意、短时间享用的“立食荞麦面”。被出汁的香气所吸引，不知不觉中就点上一碗面，可谓最日式的平民风格。推荐另点一份炸什锦，和荞麦面一起享用。



# Udon: Must-Try Noodles

## 荞麦面、乌冬面

# UDON

乌冬面

“荞麦面”和“乌冬面”可以说是日本人最爱的大众美食。原料为荞麦与小麦，都是从欧亚大陆传入日本，自古就在日本进行栽培，成为深受广大国民喜爱的大众面食。

This wheat noodle, kneaded with salt water and cut into long, thin strips, is a particular favorite in West Japan, where Kagawa Prefecture's Sanuki Udon is renowned and beloved. Particularly favored in East Japan are Gunma Prefecture's Mizusawa Udon and Akita Prefecture's Inaniwa Udon.

乌冬面是在小麦粉中加入盐水揉合，搓成细条后切成的面条。在西日本特别受欢迎，除了有名的香川县赞岐乌冬面外，群马县的水泽乌冬面以及秋田县的稻庭乌冬面也广为人知。

## Kake Udon 清汤乌冬面

かけうどん

Tuck into a bowl of these plain yet scrumptious udon noodles, served in a hot soup stock and topped with green onions, and you'll savor the rich taste of *kake udon*. Other toppings include thin slices of *kamaboko* fish cake or shaved kelp.

乌冬面一般的吃法是浇上热汤头，然后撒点葱花搭配，可以品尝到乌冬面的原汁原味。也可以放上薄片的蒲鲷或山药泥昆布。

Sanuki Udon Ogotto  
Shinjuku South Exit Shop  
赞岐乌冬面 Ogotto 新宿南口店  
讃岐饅頭 おごっと 新宿南口店  
Tel.03-5358-3935 MAP P11



## Salad Udon 色拉乌冬面

サラダうどん

Cold, healthy *udon* gets topped with fresh veggies like lettuce, tomatoes, and cucumbers. Mix with soup stock, dressing, and mayonnaise to taste.

放满了新鲜生菜、番茄、黄瓜等蔬菜的健康凉拌乌冬面。可搭配汤汁、调料、蛋黄酱一起品尝。

Sangokuichi West Exit Shop  
三国一 西口店  
三国一 西口店 Tel.03-3344-3591 MAP P9



## Kitsune Udon

### 狐狸乌冬面

きつねうどん

A noodle dish of *kake udon* is topped with seasoned fried tofu. Fried tofu is called *kitsune* (fox), in line with folk beliefs that the sacred guardian of the gods is a fox, a spirit animal who favors this toothsome form of tofu.

在热汤头的乌冬面上，放上煮的油豆腐。在日本，因为神明的使者狐狸喜欢吃油豆腐，所以油豆腐也被称为“狐狸”。

Udon Dining Sururi,  
Shinjuku Main Shop  
乌冬面餐厅SURURI 新宿本店  
うどんダイニングするり 新宿本店  
Tel.03-6278-9143 MAP P13



# Savory Shinjuku 美食新宿



**Authentic Italian**  
**in a Serene Setting**

在雅致沉稳的氛围中  
享受正宗的意大利菜

Experience the ambience of a corner in Milan, exuding modern style and dignified grace, as you enjoy popular and abundant servings of meat dishes that pair perfectly with wine or beer.

店内氛围仿佛身处摩登与高贵融合的米兰街角。适合红酒和啤酒的肉类料理分量十足，非常受欢迎。

ベッシェドーロ 新宿店  
**PESCE D'ORO** Shinjuku shop  
PESCE D'ORO 新宿店

03-3375-0510  
■ Shinjuku Southern Terrace, 2-2-1, Yoyogi, Shibuya-ku, Tokyo  
■ Hours: 11:00-23:00 ■ Open daily  
■ 1-min. walk from South Exit, Shinjuku Station



MAP P 11



**Udon by Day,**  
**Japanese Sake and More at Night**

白天吃乌冬面,  
晚上喝日本酒品下酒菜

Enjoy the unique choices of filling Sanuki udon by day and then a nighttime treat of Japanese items like local sake, nibbles, and ending pleasantly with a satisfying bowl of udon.

白天有赞岐乌冬面让您吃到饱! 晚上可以畅饮精选的本地特酿酒, 大快朵颐下酒菜, 最后来一碗乌冬面, 体验一把日式的就餐感觉。

讃岐饅頭 おごっと 新宿南口店  
**Sanuki Udon Ogotto** Shinjuku South Exit Shop  
赞岐乌冬面Ogotto 新宿南口店

03-5358-3935  
■ Miyako Shinjuku Bldg.B1, 1-1-6, Nishi-Shinjuku, Shinjuku-ku, Tokyo  
■ Hours: 11:00-15:00/17:00-23:00, weekdays; 11:00-23:00, Sat./Sun./holidays  
■ Open daily ■ 1-min. walk from South Exit, Shinjuku Station



MAP P 11

## Savor Superb Al Dente of Great Pasta

品尝特制意大利面  
体验绝妙口感



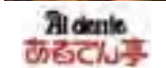
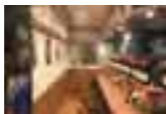
Our spaghetti-specialized restaurant focuses on delicious al dente pasta, reproducing the taste of an Italian home-cooked meal in a rich menu of over 30 savory choices.

面条嚼劲特别的意大利面专门店。30种以上菜式的丰富菜单, 不用去意大利也能吃到当地家庭的地道意面。

あるでん亭  
新宿センタービル店  
**Al dente** Shinjuku  
Center Bldg. Shop

Al dente  
新宿中心大楼店

03-3349-0384  
■ Shinjuku Center Bldg.MB1F, 1-25-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo  
■ Hours: 11:00-21:30, Mon.-Sat. (last order 21:00); 11:30-20:00, Sun./holidays (last order 19:30) ■ Closed according to building holidays  
■ 8-min. walk from West Exit, Shinjuku Station



MAP P 9

## French & Italian Relaxed Bistro

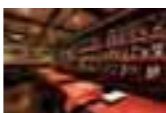
法式 & 意式的休闲小餐馆

Sit down in a nouvelle-cuisine bistro combining French and Italian in Japan for a unique and relaxing meal accompanied by varietals centering on French wine.

法式料理与意式料理在日本融合的新感觉餐馆。还有法国产为主的种类丰富的红酒, 可在用餐时一起享用。

びすところ ふうんべ 新宿エルプラザ店  
**Bistro Flambé** Shinjuku L Plaza Shop  
Bistro Flambé 新宿L广场店

03-3340-5025  
■ Shinjuku L Tower B2, 1-6-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo  
■ Hours: 11:00-23:00, weekdays (closed 15:00-17:00); 11:30-23:00, Sat. (closed 15:00-17:00); 11:30-22:00, Sun./holidays  
■ Closed according to building holidays  
■ 3-min. walk from West Exit, Shinjuku Station



MAP P 9



日本电器药妆综合商场  
Japanese Electrical Appliance & Drug Store

# BicCamera

## 优惠券! Coupon!

**KOJIMA Sofmap**  
都可使用 This coupon is available in all

**8% OFF** Tax-Free **MAX** **7% OFF** Discount

**7% OFF**

照相机、手表、家电、玩具、隐形眼镜 等等  
Cameras, Watches, Home appliances, Toys, Contact lens etc

**5% OFF**

药品、化妆品、日用品 等等  
Drugs, Cosmetics, Daily Necessities etc

**3% OFF**

日本清酒 (獺祭、八海山 除外)  
Japanese Sake (excluding Dassai and Hakkaisan).



有效期至 **2020/6/30**  
Expiration date



※必ず①、②両方をスキャンの上、会計をお願いいたします。



苹果产品、劳力士、NintendoSwitch的游戏机主体及其官方配件和游戏软件、日本清酒以外的酒类、奥特莱斯商品、二手商品等可以免税, 但是没有额外的折扣。游戏机本体、食品适用于8%OFF+5%OFF折扣券。日本清酒 (獺祭、八海山除外) 可享受免税8%+3%折扣。酒类商品请到酒类专用柜台结账。不能与其他的优惠活动、折扣券同时使用。在Air BICCAMERA折扣额有时会有所不同。请向店员确认是否满足免税条件。BicCamera保留活动内容变更及最终解释权。详细信息请咨询店员。复印无效。

This coupon cannot apply to Apple products, Rolex, liquor (excluding Japanese sake), outlet items, secondhand goods, Nintendo Switch, as well as its software and official accessories, etc. 8% OFF is still available. Other gaming devices, snacks will be 8% OFF+5% OFF. Japanese Sake (excluding Dassai and Hakkaisan) will be 8%OFF+3%OFF. The liquor must be paid at the dedicated liquor cashier. Cannot be used with other campaigns or coupons. The discounts in Air BIC CAMERA differs in cases. Please note that there are qualifying conditions for tax exemption. The conditions of services may be changed by BicCamera. BicCamera reserve the right to explain the terms of the event. Please ask BicCamera staff members for more details.

アップル純正品、ロレックス、Nintendoswitchの本体、ソフト純正アクセサリ、一部お酒、アウトレット品、中古品など割引対象外商品があります。免税8%OFFは対象です。その他ゲーム機本体、お菓子は免税8%OFF+5%OFFです。日本酒 (獺祭、八海山除く) は免税8%+3%引です。お酒は酒販レジでのみ会計可能です。他のキャンペーン、値引き、クーポンとの併用はできません。Air BIC CAMERAは、割引率が異なる場合があります。免税には条件があります。キャンペーンは予告なく変更となる場合があります。詳しくは販売員までお尋ねください。コピー不可。

Don't miss!  
其他推荐!

For high-quality Italian, go to Ristorante Machiavelli, Odakyu Department Store Shinjuku Store Main Bldg.13F  
高品位的意大利菜  
小田急百货店 新宿店 本馆 13F  
"RISTORANTE MACHIAVELLI"

For pancakes, go to Hawaiian Pancake Factory, Shinjuku MYLORD M2F  
薄煎饼  
新宿MYLORD M2F  
"Hawaiian Pancake Factory"

For original fried rice, go to Kofuku Chahanro, Shinjuku MYLORD 9F  
特色炒饭  
新宿MYLORD 9F  
"口福炒饭楼"

**BICQLO**  
BICCAMERA × UNIQLO  
3-29-1, Shinjuku, Shinjuku-ku, Tokyo TEL 03-3226-1111  
OPEN 10:00AM~10:00PM  
MAP P13

**新宿西口店** Shinjuku West Store  
1-5-1, Nishishinjuku, Shinjuku-ku, Tokyo TEL 03-5326-1111  
OPEN 10:00AM~9:00PM  
MAP P9

**新宿东口駅前店** Shinjuku Station East Store  
3-26-10, Shinjuku, Shinjuku-ku, Tokyo TEL 03-5312-1111  
OPEN 10:00AM~10:00PM  
MAP P13



**Above: Tenugui (hand towel), from ¥800 ea. (tax excluded) Right: Tenori Kinchaku (palm-size drawstring bag), ¥1,200 (tax excluded)**  
上:手巾 1条 800日元~(不含税) 右:荷包 1,200日元(不含税)

The tenugui traditional hand towel makes the perfect souvenir, not only eminently packable but also made for wiping hands clean, for interior design elements, and for gift-giving. They're fun presents with colorful patterns that vary with each season. 手巾除了用来擦手外,也是室内装饰和送礼的不二之选。可配合四季更迭,更换不同花纹图案,亦是其乐趣所在。

1F Mosaic Street 马赛克街  
**Koiki 小粹**  
小粹

## Memorable Souvenirs: Japanese Sundries and Cosmetics

### 送礼就选日本日用品和日本化妆品

Enjoy a commercial facility specializing in women's fashion, where you can shop at more than 120 shops focused on trend-setting fashion and cosmetics, sundries, and more before or after dining at restaurants and cafes in the Main Store connected to Shinjuku Station South Exit as well as the store on Mosaic Street connecting West and South Exits. Here you'll find an array of choices like sundries and cosmetics all highly suited as souvenirs to remember your time in Japan.

以女性时尚为特色的商业设施。在新宿站南口直通的本馆,以及连接西口和南口的马赛克街的楼内,共有包括经营时下流行时尚商品、化妆品、日用品的专营店以及餐馆、咖啡馆等120家以上的店面。日本制造的日用品和化妆品种类丰富,是您选择礼品的首选之地。

## Odakyu Shinjuku MYLORD

小田急 新宿MYLORD  
小田急 新宿ミロード

South Exit 南口  
MAP P11



☎03-3349-5611  
■ 1-1-3, Nishi-Shinjuku, Shinjuku-ku, Tokyo  
■ Mosaic Street: 10:00-21:00; Mall 2F, Fashion Floors 2-6F: 11:00-21:00; Restaurant Floors: 11:00-23:00 Note: Hours of some shops differ.  
■ No fixed holidays  
■ Credit cards accepted  
■ Parking available  
■ Connected to Shinjuku Station South Exit  
■ <https://www.odakyu-sc.com/shinjuku-mylord/>



**Right: Melty Gold-Leaf Mask Set (1 bag, with 1 full-face sheet; 4 bags, with 2 partial-face sheets) ¥12,500 (tax excluded) Left: Gold Leaf Gel Splash ¥12,000 (tax excluded), Gold Leaf Charge Serum ¥10,000 (tax excluded)**  
右:可融化金箔面膜(全脸用1片装×1袋、局部用2片装×4袋) 12,500日元(不含税) 左:金箔啫喱喷雾 12,000日元(不含税)、金箔赋活精华液:10,000日元(不含税)

For Japanese cosmetics from a longstanding Kanazawa maker of gold-leaf, natural ingredients are a must for a skincare lineup containing it. This mask of pure gold-leaf, coated with hyaluronan and squalene, brings new meaning and sensation to the marriage of gold-leaf and beauty.

发源于金泽的老字号金箔店的日式化妆品。精选天然成分的带金箔护肤系列。采用可融化的金箔和美容成分的金箔面膜,由纯金箔和玻尿酸、深海鲑鱼油调配而成,带来全新的体验。

1F Mosaic Street 马赛克街  
**Makanai Cosme MAKANAI化妆品**  
まかないコスメ



**Right: Purse with various Japanese motifs, ¥1,500 (tax excluded) Left: Purse in classic Jacquard pattern, ¥1,300 (tax excluded)**  
右:主题图案的蛙嘴包 1,500日元(不含税)  
左:怀旧图案提花 圆角蛙嘴包 1,300日元(不含税)

Japanese purses uniquely styled in shapes like the Daruma figurine or beckoning cat using traditional and other appealing patterns.

绘以达摩不倒翁、招财猫、日本传统图案等日式风格主题图案的蛙嘴包。

1F Mosaic Street 马赛克街  
**Nippon CHACHACHA 日本CHACHACHA**  
にっぽんCHACHACHA

## And the Food tastes great, too!

### 丰盛美食

**MF COBB Farmer's Cobb Salad, ¥1,550 (tax excluded)**  
“MF COBB” FARMER'S 科布沙拉 1,550日元(不含税)

That beauty and health come from food is the concept of this veggie café, where staffers and chefs take pride in their wholesome ingredients.

以“美与健康源于饮食”为理念,菜单使用大量精选蔬菜的蔬菜咖啡馆。



1F Mosaic Street 马赛克街  
**Mr.FARMER**  
※9:00~23:00

## Station-Adjacent Department Store of Select Goods

### 位于地铁站上方的便利百货店, 汇集各类品质优良的商品

A department store directly adjacent to Shinjuku Station carries an array of goods from luxury brands and cosmetics to women's wear, men's apparel, children's wear, sportswear, and sporting goods. In addition, there is a food floor and restaurants. Free delivery to seven designated hotels in the Shinjuku area. Check website for details. WeChat Payment and Alipay are usable in the cosmetics sales area.

从奢侈品牌到化妆品、女士服装、男士服装、儿童服装、运动用品、食品、餐馆等一应俱全。还向新宿区域内的7家指定酒店提供免费配送服务。更多详情请参阅百货店主页。在化妆品柜台可使用 WeChat Payment、Alipay。

**Fukumi Tenbin six-piece set, ¥1,120 (tax excluded)**  
FUKUMI天平 6个装 1,120日元(不含税)

Handmade *monaka* (wafers) sweetly sandwich red-bean paste with pieces of *gyuhi* (a softer variety of *mochi* rice) between baked layers of Omi-brand glutinous rice flour.

使用近江糯米材料包裹内含牛皮糖的馅儿制作而成的手工薄皮馅饼。

B2  
**Taneyya**  
たねや



## Odakyu Department Store Shinjuku Store

小田急百货店 新宿店  
小田急百貨店 新宿店

West Exit 西口  
MAP P9

☎03-3342-1111

- 1-1-3, Nishi-Shinjuku, Shinjuku-ku, Tokyo
- B2-4F 10:00-20:30 (until 20:00, Sun. & Holidays); 5F-11F, 10:00-20:00; Restaurants, 13F-14F, 11:00-22:30; 12F, 11:00-22:00
- Note: Hours are subject to change.
- No fixed holidays ■ Credit cards accepted
- Parking available
- Direct connection to Shinjuku Station West Exit
- <http://www.odakyu-dept.co.jp/shinjuku/>



## Transmitting Japanese Fashion and Culture

### 介绍日本的时尚和文化

Flags is a fashion building always proposing new styles in fashion, music, sports and more from various angles. 3-min. walk from South Exit, Shinjuku Station.

Flags是从时尚、音乐、运动等各种角度,时刻提供最新生活方式的时尚大楼。从新宿站南口步行3分钟。

## Flags

Flags (フラッグス)

South Exit 南口  
MAP P11

☎03-3350-1701

- 3-37-1, Shinjuku, Shinjuku-ku, Tokyo
- Hours: 11:00-22:00 (Until 23:00 at TOWER RECORDS and BEAR'S SUGAR SHACK)
- No fixed holidays
- Parking available
- 3-min. walk from South Exit, Shinjuku Station
- <http://www.flagsweb.jp/>



**Photo Plus EX**  
¥45,000 (tax excluded)  
45,000日元(不含税)

Enjoy professional treatment of skin, eye area, and facial muscles with our user-friendly multifunctional facial massager.  
护肤, 紧致眼角、面部肌肉的多功能美容仪。

2F  
**YA-MAN 雅萌**  
ヤーマン

**G-SHOCK GRAVITYMASTER**  
¥90,000 (tax excluded)  
90,000日元(不含税)

G-SHOCK is a finely crafted chronometer achieving strengthened structure and lighter weight by using carbon and titanium, superior materials of high functionality. This Made-in-Japan model offers distinctive styling as well as excellent timekeeping. 使用碳纤维与钛合金等高性能素材,轻量且高强度的G-SHOCK系列,为MADE IN JAPAN款式。

5F  
**Casio 卡西欧**  
カシオ



**Artistic Glass of Mt. Fuji ¥3,776 (tax excluded)**  
富士山玻璃杯 3,776日元(不含税)

Each beer glass is a work of art, handcrafted by unique artisans who capture Mt. Fuji in varied expressions that change according to the kind of drink served.

每一只啤酒玻璃杯都是工匠倾注心血精制而成。根据倒入的饮品,玻璃杯会呈现出不同感觉的富士山。

8F  
**Sghr**



**Necklace: ¥24,840 (tax included)**  
项链 24,840日元(含税)

Showcased are elegant and attractive accessories like this popular necklace with a diamond and moon charm.

雅致可爱的饰品系列。人气产品是钻石搭配弯月造型的项链。

2F  
**NOJESS**



**LPs POP VIRUS (limited production) and YELLOW DANCER (limited production) by Gen Hoshino**  
¥5,000 each (tax excluded)  
星野源“POP VIRUS <限量生产盘>(LP)” “YELLOW DANCER <限量生产盘>(LP)” 各5,000日元(不含税)

TOWER VINYL SHINJUKU opened on the tenth floor and sells vinyl records of various genres from Japan and abroad. 10层“TOWER VINYL SHINJUKU”盛大开业。销售海内外各类型的模拟唱片。



10F  
**TOWER RECORDS**

# Handy Travel Tips | 行程信息

**Be sure to come here when visiting Shinjuku!**

**Full of handy information you can use!**

来到新宿后的首选之地! 大量实用信息

**Odakyu Sightseeing Service Center, Shinjuku West**  
新宿西口小田急旅游服务中心



- Limited Express Romancecar
- Discount Passes
- Baggage Services
- Hotels and Tours
- Currency Exchange

8:00-19:00, 365 days a year  
Exchange: 8:00-20:00  
Baggage Services: 8:00-21:00  
(Languages spoken) EN · CN  
(Location) 1st floor, Odakyu Line Shinjuku Station West Exit

**Odakyu Sightseeing Service Center, Shinjuku South**  
新宿南口小田急旅游服务中心



- Limited Express Romancecar
- Discount Passes
- Baggage Services

8:00-18:00, 365 days a year  
Baggage Services: 8:00-21:00  
(Languages spoken) EN · CN  
(Location) Odakyu Line Shinjuku Station South Exit

We heartily recommend travel by the Limited Express Romancecar to Hakone and Enoshima.

前往箱根、江之岛, 推荐搭乘浪漫特快!  
Visit Odakyu Railway sites below for details.  
详情请参阅下面的小田急电铁主页

## Good-deal passes and one-day tours leaving from Shinjuku!

从新宿出发! 实惠的巴士&当天来回游

### Hakone 箱根

Enjoy Japan's hot springs and spectacular views of Mt. Fuji  
享受日本的温泉与富士的绝美景

Approx. 80 minutes from Shinjuku by Odakyu Line  
从新宿搭乘小田急线约80分钟

### Hakone Freepass 箱根周游券

Valid for 2 days from Shinjuku  
Adults ¥5,700  
Children: (ages 6-11) ¥1,500  
有效期为2天 从新宿出发  
成人5,700日元  
儿童(6~11岁)1,500日元



### Hakone 1 Day Trip 箱根一日游

Roundtrip the Limited Express Romancecar ticket from Shinjuku  
从新宿出发的浪漫特快往返车票

- Hakone Freepass
- 箱根周游券
- Hot spring ticket
- 温泉券

Adults: ¥9,400  
Children: (ages 6-11) ¥3,500  
成人9,400日元  
儿童(6~11岁)3,500日元

### Hakone Kamakura Pass 箱根镰仓周游券

Valid for 3 days  
Adults ¥7,000  
Children: (ages 6-11) ¥2,250  
有效期为3天  
成人7,000日元  
儿童2,250日元(6~11岁)

### Sanrio Puroland 三丽鸥彩虹乐园

Meet and have fun with Kitty in our indoor theme park.  
在室内型主题公园中与Hello Kitty亲密接触

Recommended even on rainy days  
下雨天也没关系

Approx. 35 minutes from Shinjuku by Odakyu Line 从新宿搭乘小田急线约35分钟



### Odakyu Sanrio Puroland Tour 小田急三丽鸥彩虹乐园之旅

Roundtrip fares from Shinjuku and admission are as follows: Adults ¥3,200; children (ages 6-17), ¥2,400; inquire about children ages 6 & under from新宿出发的往返车票、入场券 成人3,200日元、儿童(6~17岁)2,400日元、未满6岁可咨询确认费用

### Enoshima-Kamakura 江之岛/镰仓

Enjoy Kamakura for history  
Enoshima for sea breeze  
去镰仓体验历史在江之岛吹海风

Approx. 65 minutes from Shinjuku by Odakyu Line  
从新宿搭乘小田急线约65分钟

### Enoshima-Kamakura Freepass 江之岛/镰仓周游券

Valid for 1 day from Shinjuku  
Adults ¥1,470  
Children: (ages 6-11) ¥740  
有效期为1天 从新宿出发  
成人1,470日元  
儿童740日元(6~11岁)



Detailed information on various Freepasses and Romancecar  
各种免费票券、浪漫特快的详细信息  
English <https://www.odakyu.jp/english/>  
简体中文 <https://www.odakyu.jp/sc/>

Odakyu Sightseeing Service Center 小田急旅游服务中心  
English <https://www.odakyu.jp/english/support/center/>  
简体中文 <https://www.odakyu.jp/sc/support/center/>

Sightseeing information sites about Shinjuku  
新宿相关观光信息网站  
English <https://www.shinjuku-guide.com/>  
简体中文

Sightseeing information SNS along Odakyu Line  
小田急线沿线的观光信息SNS  
English <https://www.facebook.com/odakyu.en>  
简体中文 <https://www.weibo.com/odakyugroup>

Relax in Style at This Modern Hotel Opening August 11th in Hakone!

—Hotel, Hot Springs and Unlimited Drinks—

# HAKONE YUTOWA



## Enjoy Japanese-Style Relaxation in a Truly Japanese Hotel



Take your time and relax in our luxurious hot springs with water directly from the spring source and Japanese-style tatami rooms.

Hakone Yutowa is a five-minute walk from Gora Station. Food and drinks are included during your stay for an all-inclusive experience. This facility has two towers, the first being the "hotel tower" where you can find hotel rooms, restaurants, hot springs and a spa lounge, and the second being the "condominium tower" where you can enjoy a scenic hot spring bath with water directly from the spring source, a living space and a mini-kitchen. This complex is fit to suit any needs that arise during your trip to Hakone.

**Hotel Tower** Includes a one-night stay with breakfast and dinner included at the hotel restaurant (90 minute time limit) and unlimited drinks (including alcohol).

Twin Room Stay Weekdays From **17,150 yen** /person

The room charge includes tax and assumes one room will include two people. Check-in is from 3:00 PM, check-out by 10:00 AM.

**Condominium Tower** Includes a scenic hot spring bath with water directly from the spring source.

Weekday Room Charge From **28,600 yen**

The room charge includes tax. Rooms have a maximum capacity of either 4 or 6 people. Check-in is from 3:00 PM, check-out by 10:00 AM.

### Location

Take the Odakyu Romancecar from Shinjuku Station and get off at Hakone-Yumoto Station. Take the Hakone Tozan Line from Hakone-Yumoto Station and get off at Gora Station. Hakone Yutowa is a five-minute walk away.

For information on Hakone, please check HAKONE NAVI ▶ <https://www.hakonnavi.jp/international/en/>



Information/Reservations TEL. **0460-82-0321**  
Open 10:00 AM-6:00 PM

Homepage: [www.hakoneyutowa-hotel.jp](http://www.hakoneyutowa-hotel.jp)  
Hakone Yutowa 1300-27 Gora, Hakone-machi, Ashigarashimo-gun, Kanagawa-ken 250-0408

## Let's enjoy unique spas!! YUNESSUN Spa Resort

### YUNESSUN (swimsuit area)



Wine Spa

**Hakone Kowakien Yunessun Usage Notes**  
As visible tattoos are strictly forbidden within the pool and pool area, we strongly recommend the use of swimwear that hides such body art or rash guards, the latter being available for rent.

### Mori no Yu (bathing area)



Mori no Yu you can feel closer to nature of Hakone while bathing. We also have private bath (¥3,000/hour-).

### Restaurants



We have many kinds of restaurant: A buffet, Italian, Japanese, and more that can be enjoyed by guests and non-guests alike.

### Shopping



Shop "Mio Mall" is boosting the wide selection of items. You'll find Hakone souvenirs!

### Hot Spring Amusement Park and Spa Resort

Hakone Kowakien YUNESSUN Spa Resort has many kind of spas. You can have fun at this all-weather facility, even on rainy days. You'll find many fun spas here. And we have many kind of shops and restaurants that you can enjoy all day.

### SPECIAL COUPON

LET'S HAVE FUN YUNESSUN SPA RESORT!!

- You can rent a swimsuit **50% OFF**
- You can use free towels (1 set for 1 person)

	Adult	Child
Combined (YUNESSUN & Mori no Yu)	¥3,500 ▶ ¥2,800	¥1,400 ▶ ¥1,500
YUNESSUN (swimsuit area)	¥1,800 ▶ ¥2,000	¥1,500 ▶ ¥1,100
Mori no Yu (bathing area)	¥2,500 ▶ ¥1,300	¥1,000 ▶ ¥700

This is discount ticket, please show this at the front desk. Valid: 2020/12/31

### Transportation (By bus and train)

- From Odawara Sta., take a bus bound for "Hakone-jinja-iriguchi/Hakonemachi-ko" and get off at "Kowaki-en" (approx.40min.)
- From Hakone-Yumoto Sta., take a bus bound for "Hakone-jinja-iriguchi/Hakonemachi-ko" and get off at "Kowaki-en" (approx.20min.)

**Business hours** [YUNESSUN] 9:00-19:00 / [Mori no Yu] 11:00-20:00  
Parking fee ¥1,200/day Seniors (120 and over) and disabled get discounts.  
For more information, please contact to us. Child admission age starts from 3 years old to elementary school age.

**Hakone Kowakien YUNESSUN Spa Resort**  
Tel.0460-82-4126

1297, Ninotaira, Hakone-machi, Ashigarashimo-gun, Kanagawa-Japan 250-0407  
Closed: Jun. 4(Tue.)-7(Fri.), Dec. 3(Tue.)-6(Fri.)

<https://www.yunessun.com/en/>



## Latest Trends in Hot Fashion

引领时尚潮流

This top hot shopping spot in Shinjuku is always crowded, thanks to direct connection to Shinjuku Station's South Exit. Several varied shops for cool fashion, cosmetics, chic sundries, cafes and restaurants, and more make the perfect shopping day.

新宿的代表性购物中心。从新宿站南口出站即可抵达，十分便捷，来客络绎不绝。除了热点时尚外，也有各种化妆品和时髦日用杂货，咖啡馆和餐厅的选择也非常多。

### LUMINE

LUMINE ルクミネ

☎03-3348-5211

■LUMINE 1: 1-1-5, Nishi-Shinjuku, Shinjuku-ku, Tokyo;  
LUMINE 2: 3-38-2, Shinjuku, Shinjuku-ku, Tokyo ■11:00-22:30;  
10:30-21:30, Sat., Sun., holidays (restaurants, 11:00-22:30).  
Note: Hours differ by store. ■No fixed holidays ■Directly connected to South Exit, Shinjuku Station



## Treat Yourself to Rice Dumpling Sweets

品味日本的和式点心“团子”

For over 70 years, we at Oiwake Dango Honpo have been making *dango*, Japan's traditional sweet made from just-polished rice. Among tasty varieties are seasonal *dango* as well as our standard *mitarashi*, a treat glazed in a sweet soy sauce and grilled on skewers, and one topped with smooth, sweet red bean paste. Relax in our cafe space and enjoy your *dango* at leisure.

使用糯米制作日本传统和式点心“团子”的追分团子本舖是一家有着70多年历史的老字号。御手洗团子、豆沙团子外，还有季节限定口味等丰富品种。有品茶坐席，可坐在店内慢慢享用。

### Oiwake Dango Honpo, Shinjuku Main Store

追分团子本舖 新宿本店 追分だんご本舖 新宿本店

☎03-3351-0101

■3-1-22, Shinjuku, Shinjuku-ku, Tokyo ■Shop, 10:00-20:30;  
cafe, 11:00-19:00 (last order 18:30); Sat., Sun., holidays, open  
until 20:00 (last order 19:30) ■No fixed holidays ■8-min.  
walk from East Exit, Shinjuku Station



## Bastion of Cool Japanese Culture

聚集当下流行的日本文化

Here in this tower of cool and compelling Japanese culture are items commanding worldwide attention—anime, young women brands, 100yen shop—and eminently suited for souvenirs. Everything from trendy fashion and Japanese knock-knacks to character goods make for matchless shopping and memorable gifts.

动漫、萝莉塔服饰品牌、百元店等，当下备受瞩目的日本文化都聚集于此商业设施。从时尚小商品，到日式杂货、卡通杂货等，适合您馈赠亲友。

### Shinjuku Marui Annex

新宿丸井ANNEX 新宿マルイ アネックス

☎03-3354-0101

■3-1-26 Shinjuku, Shinjuku-ku, Tokyo ■Hours: shops, 11:00-  
21:00, Mon.-Sat. (-20:30, Sun./holidays); restaurants, 11:00-  
23:00, Mon.-Sat. (-22:30, Sun./holidays); inquiries, 11:00-19:00.  
■8-min. walk from East Exit, Shinjuku Station



## Appealing Isetan Fashion

充满魅力的伊势丹时尚

Dubbed Isetan for Fashions, this lineup enjoys huge popularity, ranging from clothing and lifestyle goods to foodstuff. Just spending time window-shopping is the height of city fun. No day in Tokyo is complete without a visit to lower-level galleries of food, known as *depa-chika*, and Men's Building, packed with items especially for men.

有着“时尚就在伊势丹”的美誉，衣着服饰非常受欢迎。也有生活日用杂货、食品等其他商品，品牌种类丰富。只是逛街也会觉得很开心。特别推荐地下食品商场，以及汇集了各类绅士用精品男士馆。



### Isetan Shinjuku Store

伊势丹 新宿店

伊势丹 新宿店

☎03-3352-1111 ■3-14-1, Shinjuku, Shinjuku-ku,  
Tokyo ■10:00-20:00 ■Open daily ■5-min. walk from  
East Exit, Shinjuku Station: directly connected to Shinjuku  
3-chome Station (Marunouchi Line) ■www.isetan.co.jp/int



Located near the Southeast Exit of JR Shinjuku Station.

■Address : 3-37-2 Shinjuku, Shinjuku-ku, Tokyo

■Service hours:10:00 ~ 19:00 ■Closed:Dec.29-Jan.3

<http://www.kanko-shinjuku.jp/>

## Information 信息



## Savor Seasonal Tastes of Japan

品尝日本的时令食材

Agriculture-related organizations throughout Japan hold events here maximizing local features. Come to JA Tokyo Agripark and savor the taste of Japan: purchase fresh seasonal ingredients from Tokyo and across the country, some of them used for your dining pleasure in weekly lunches or lunchboxes.

每周都会有日本全国各地的农业相关团体举办的活动，展现了各地浓郁的地方特色。在这里可以买到东京等日本全国各地的新鲜食材，或使用这些食材的午餐和便当，每周都不一样，享受正宗的日本味道。

### JA Tokyo Agripark

JA东京农业园 JA東京アグリパーク

■JA Tokyo Minami-Shinjuku Bldg. 1F, 2-10-12, Yoyogi,  
Shibuya-ku, Tokyo ■11:00-18:30 (changeable due to event  
scheduling) ■Closed: Sun. and Mon. ■4-min. walk from  
South Exit, Shinjuku Station



## Shop Till You Drop in Tax-Free Haven—Until 22:00!

营业至22点！还有免税店

Conveniently linked to Seibu-Shinjuku Station, this tower of super shopping offers rich variety, from men's and ladies' fashion, sundries, and interior goods to sweets, cafes, and dining. Enjoy shopping till you drop, at your leisure, in shops including tax-free purchases but no later than 22:00!

西武新宿站直通的购物中心。男女时尚、日用杂货、室内装饰、甜品咖啡、餐饮美食应有尽有，营业时间至22点(部分店面营业时间不同)。可以享受悠闲的购物时光。

### SEIBU SHINJUKU PePe & Brick St.

西武新宿PePe&Brick St. 西武新宿ペペ&Brick St.

☎03-3232-7777

■1-30-1, Kabukicho, Shinjuku-ku, Tokyo ■11:00-22:00 (B2,  
10:00-22:00) ■Open daily ■Direct link to Seibu-Shinjuku  
Station ■<http://www.seibu-shop.jp/shinjuku/>



## Coca Cola x Shinjuku = New Shinjuku Souvenir

“可口可乐”×新宿的新特产

Welcome to Shinjuku is a box set containing two original packages with special edition Coca-Cola, each with one Sakura and two City Design slim bottles inside. Placing the two packages side-by-side forms Shinjuku's compelling skyline. Find this exciting new Shinjuku souvenir at the Shinjuku Tourist Information center located in the underpass of Koshu Kaido highway near the JR Shinjuku Station Southeast exit.

JR新宿站东南口附近的甲州街道高架桥下的新宿旅游问询中心，目前正在销售铝瓶装“可口可乐”新宿原创BOX。BOX有2种类型。排列后可以拼成新宿的街景！是最受瞩目的新宿新特产。

### Coca-Cola Bottlers Japan Inc.

可口可乐日本公司 コカ・コーラ ボトラーズジャパン

☎0120-308509

■9-7-1 Akasaka, Minato-ku, Tokyo

## MiSMO Shinjuku vol.2

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Direct Connection to Shinjuku Station South Exit!  
新宿站南出口直达!

选择丰富  
Savory Array of Choices /  
**Lunch, Cafes, and Drinks**  
午餐、咖啡馆、美酒

Open till 23:00  
营业至23点

Yakiniku (Japanese-style BBQ)

烤肉



Yakiniku Gyubei  
— 9 F —



Sushi

寿司



Asahizushi  
— 8 F —



Tonkatsu

炸猪排



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Grilled steak・Okonomiyaki

御好烧、铁板烧



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Fashion, Cosmetics, Gifts, Cafés, Restaurants 服饰、化妆品、礼品、咖啡馆、餐厅



shinjuku  
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1-1-3, Nishi-Shinjuku, Shinjuku-ku  
※Adjacent to JR and Odakyu Shinjuku Station, South Exit

Information Counter  
问询处

