

The "Sapporo Burari Techo" was created by members affiliated with tourism business in Sapporo who gathered under the name "Sapporo Concierge." For over six months, members held workshops, split into groups by area and held numerous discussions. They imagined they were tourists and actually walked the streets of towns and cities in search of appeal and charm they wished to convey to others, and compiled their findings into this handbook. The "Sapporo Burari Techo" has carefully selected attractive stores, shops, and more that one would find if living in Sapporo, and incorporated these into the various courses introduced, so visitors can be excited as they venture around Sapporo to discover the wonders it has to offer. It is our hope that you will discover and enjoy new and unordinary charm of Sapporo.



Sapporo Concierge Porocon (short for Sapporo Concierge)

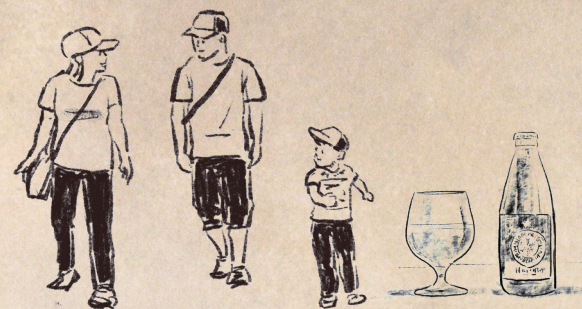
The Sapporo Concierge chooses eight areas of central Sapporo introduced in the Burari Techo and offers a "Porocon Walking Town Guide" service. Here we introduce recommended walking courses based on information in the Burari Techo, as well as courses that meet the needs of visitors, taking into account the season and weather conditions, combined with added hidden stories about each location.



porocon.jp

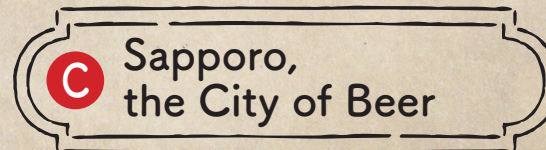
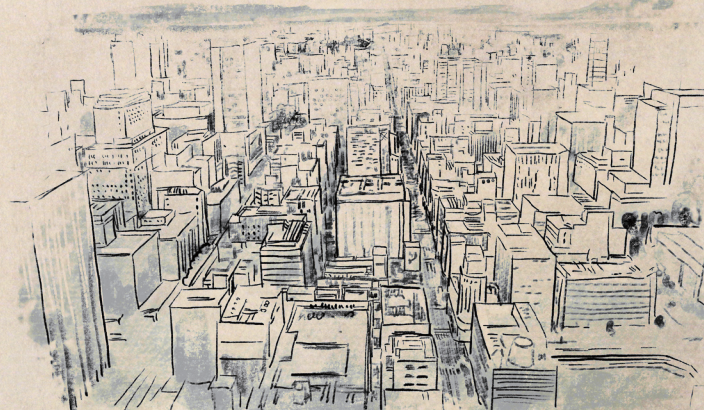
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SAPPORO



Locally recommended spots
by people in the tourism industry

Walk to GO! SAPPORO



Walk to GO! SAPPORO

C Sapporo, the City of Beer

"Beer begins at Toyohira River and Sapporo Factory"

If you come to Sapporo, you must have a beer. In Sapporo summer, you can make a toast at the beer garden in Odori Park, one of the largest beer gardens in Japan with more than 10,000 seats. In Sapporo's cool and refreshing summer, there is nothing better than drinking beer outdoors with a sense of openness while chatting with friends. In spring, Sapporo citizens enjoy drinking beer while viewing the cherry blossoms, in autumn while viewing the changing leaves, and in the cold of winter, inside the warmth of a stove. In recent years, Sapporo has seen an increase in the number of craft beer breweries, and the number of restaurants where visitors can enjoy craft beer has been increasing in the central area of the city. Starting from Sapporo Factory, you can enjoy Sapporo, the city of beer, at Beer Hall Lion, established in 1914, and craft beer stores scattered around the Tanukikoji area. Here are some of the best beer stores in the area.



1 "Sapporo Factory"

The history of Sapporo as a beer city began here. Keplon, an advisor to the Development Commission (Hokkaido Development Office), was of the opinion that Hokkaido's climate and soil were suitable for wheat cultivation, and in 1876 the Development Commission began brewing at the Development Envoy Beer Brewery, the origin of today's Sapporo Beer. The location was suitable for brewing because of the abundance of water, including subsoil water from the Toyohira River. Even today, you can see the red star "Goryosei" (Five Ridges Star), which was the mark of the Development Commission (Hokkaido Development Office) in those days, at the Sapporo Factory Red Brick Pavilion. The Development Commission Beer Brewery at the Sapporo Factory continues to brew beer according to the methods used in those days, and visitors can enjoy a taste of freshly brewed beer.



2 "Tsuki to Taiyo BREWING"

The warm wooden interior allows you to enjoy creative dishes made with Hokkaido ingredients along with 10 different types of home-brewed craft beers, which are served daily. Pilsner, one of our regular beers, has an impressive bright, clear golden color and a delicate, refreshing bitterness, while PaleAle is a complex, gorgeous beer with a full-bodied taste and a lingering aftertaste. There are also beers that are only available for a limited time, so be sure to compare



3 "Beer Hall Lion Tanukikoji"

The oldest existing beer hall in Hokkaido, Beer Hall Lion Tanukikoji has been a traditional restaurant since 1914, and you can enjoy our special draft beer in the brick-built restaurant. The restaurant also serves attractive dishes such as fried chicken and jingsukan, which are made with a rich flavor to go well with beer. Enjoy them with the finest draft beer, which is poured neatly and easily using the "traditional once-through pouring" technique, a skill of a master brewer who pours all the draft beer at once. If the timing is right, the "Baron Lion" clock on the second floor in front of the restaurant will appear with the time signal and start talking with a beer mug and meat in hand.



4 "TapRoom BEER KOTAN"

Kamifurano is the only town in Hokkaido where hops are grown commercially. The brewery produces over 70 kinds of beers a year, combining local hops with hops from around the world. In addition to fresh beer directly from the brewery, we also offer a wide variety of food items that make use of Hokkaido ingredients, allowing you to enjoy pairing a variety of beer styles. You can enjoy yourself while asking the staff, "What goes well with this beer?" and ask the staff, "What goes well with this beer?"



SAPPORO

BurariTecho