

Availability Period

October 1, 2025 - February 28, 2026

#1 Rice in Japan, Koshihikari.

Dining Destination, Minamiuonuma City, Niigata

41 Restaurants

46 Don

Additional ski resort restaurants will be added starting 12/20

大盛 日本一のコシヒカリ
南魚沼

本氣村

Majidon

南魚沼プロジェクト





What is Majidon?

An opportunity for people from inside and outside of Minamiuonuma City to experience all the flavors that cannot be found anywhere else but here, the home of Minamiuonuma-grown Koshihikari rice.

Now in its eleventh year, dozens of restaurants participate to create their own unique “don” (rice bowl) using a large serving of freshly harvested local Koshihikari rice and their own specialty ingredients. Majidon begins October 1st and is available until February 28th. Three additional ski resort restaurants will participate starting December 20th!

Availability Period

October 1, 2025 - February 28, 2026



Find details about each of the participating restaurants on the official website.

*Information printed in this booklet is current as of October 2025.

*Prices listed include tax.

*It is possible that products may be altered slightly from those photographed.

*The most up-to-date information and directions for each restaurant are available on the official website.

*Sudden increases in the price of goods may cause actual prices to differ from those listed.

**O1**

Muikamachi Area



TAKE OUT OK!

Echigo Beef and Niigata-Raised Pork Bistro Don

¥1,980 [Take Out ¥1,944]

※Sides and vegetables may change depending on the season.

Grill and Wine JuSHOP DATA Minamiuonuma, Muikamachi 87-10
tel.025-788-1229**O2**

Muikamachi Area



TAKE OUT OK!

Char Flavor!! Niigata Tarekatsu and Char-Grilled Yakiniku Taste Comparison Don

¥1,650 [Take Out ¥1,620]

※For Niigata Tarekatsu, Bravo uses chicken tenderloin.

BravoSHOP DATA Minamiuonuma,
Muikamachi 140
tel.025-772-3551**O3**

Muikamachi Area

**Sawada Katsu Don**

¥1,000

Sawada RestaurantSHOP DATA Minamiuonuma, Koguriyama 345-5
tel.025-772-4002**O4**

Muikamachi Area



TAKE OUT OK!

Bury it in Meat, Then We'll Talk. Steak Everywhere Beef Bowl

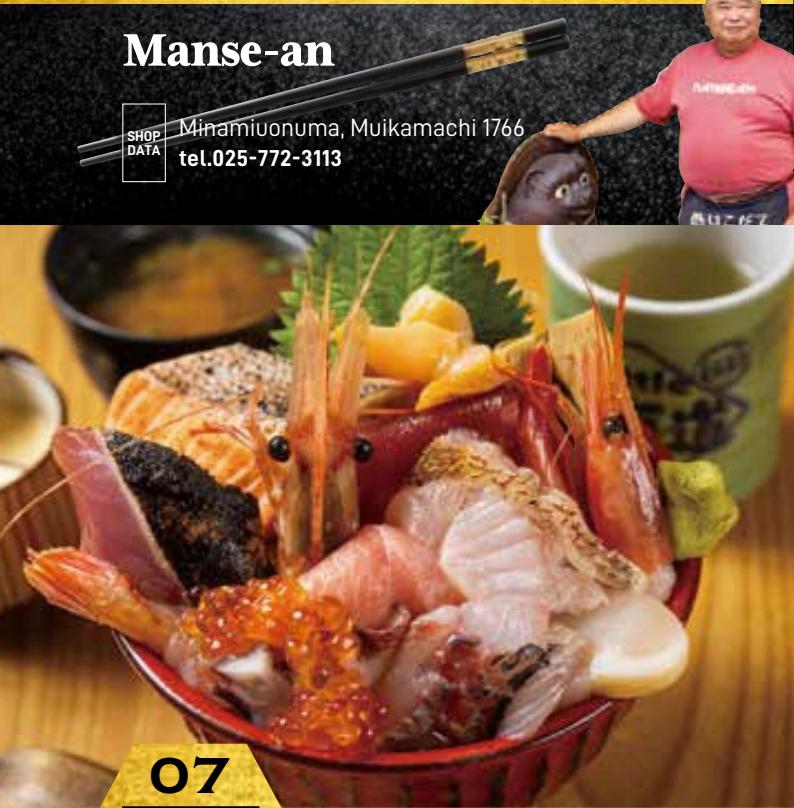
¥1,980 [Take Out ¥2,160]

Gochisou Oniku Bistro KuukaiSHOP DATA Minamiuonuma, Shitoka 2470-1
tel.025-788-0563

**05**TAKE OUT
OK!Muikamachi
Area**Huge!
Manse Hashed
Katsu**

¥1,300 [Take Out ¥1,350]

※Extra large: ¥100

Manse-anMinamiuonuma, Muikamachi 1766
tel.025-772-3113**06**Muikamachi
Area**Snow Cellar
Wagyu Roast Beef
Don**

¥2,000

**Yukimuro Wagyu
Uchiyama**Minamiuonuma, Nagamori 233-1
tel.025-788-0429**07**Muikamachi
Area**Little Intense Don
~We Put Blackthroat
Seaperch on It!!~**

¥3,289

Little HokkaidoMinamiuonuma,
Muikamachi 117-1
tel.025-778-0228**08**Muikamachi
Area**Minamiuonuma-Grown
Special-Rank-A Golden
Koshihikari Rice****"~Niigata Brand Wagyu·Egg
Yolk~ Murakami Beef and Mochi
Pork·New Fully-Satisfied Don"**

¥2,490 [Take Out ¥2,445]

Uonuma KamakuraMinamiuonuma, Muikamachi
105-1, Sun Plaza Building 2F
tel.025-781-5660

**09**

TAKE OUT OK!

Muikamachi Area



Minamiuonuma-Grown Special-Rank-A Golden Koshihikari Rice~Niigata Brand Wagyu~Beef Katsu with Fresh Wasabi-Murakami Steak Jubako Box"

¥2,590 [Take Out ¥2,543]

※You can choose whether to include wasabi as a topping. You can choose between egg yolk or soft-boiled egg.

Uonuma Kamakura



Minamiuonuma, Muikamachi
105-1, Sun Plaza Building 2F
tel.025-781-5660

**11**

TAKE OUT OK!

Muikamachi Area



Beef Sirloin·Echigo Mochi Pork·Uonuma Cloud Ear Mushroom Sukiyaki Jubako Box ~Topped with Salmon Roe and Egg Yolk~

¥1,980 [Take Out ¥1,944]

※Salad and side of pickled vegetables are only available during lunch.

Italian Bar Takumi



Minamiuonuma, Muikamachi 106-8
tel.025-775-7507

**10**

TAKE OUT OK!

Muikamachi Area



Sushioka Majidon

¥1,600 [Take Out ¥1,600]

Sushioka



Minamiuonuma, Terao 243
tel.025-776-2485

**12**

TAKE OUT OK!

Muikamachi Area



Thick-Sliced Rare Salmon Katsu and Salmon Roe with Avocado Jubako Box

¥1,980 [Take Out ¥1,944]

※Salad and side of pickled vegetables are only available during lunch.

Italian Bar Takumi



Minamiuonuma, Muikamachi 106-8
tel.025-775-7507



**13**

TAKE OUT OK!

Muikamachi Area

**Catch of the Day Salmon Roe Don**

¥2,409 [Take Out ¥2,365]

※During lunch hours, there are times when the venue is reserved, so please check in advance.

**14**

TAKE OUT OK!

Muikamachi Area

**Salmon Belly and Salmon Roe Don**

¥1,859 [Take Out ¥1,825]

※During lunch hours, there are times when the venue is reserved, so please check in advance.

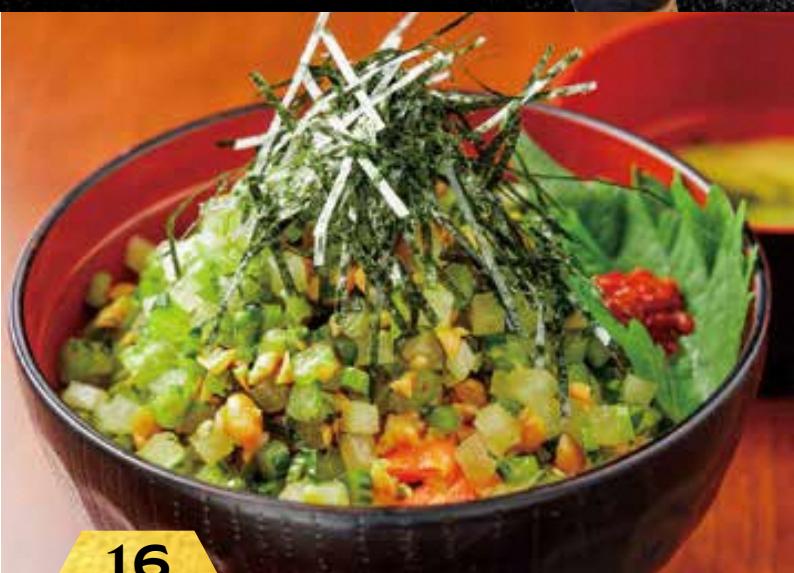
SengokuMinamiuonuma, Muikamachi 105-4,
Core Corp Asahi Minami Side
tel.025-788-0098**15**

TAKE OUT OK!

Muikamachi Area

**Tomo-chan's Friendship Don**

¥1,000 [Take Out ¥1,000]

SengokuMinamiuonuma, Muikamachi 105-4,
Core Corp Asahi Minami Side
tel.025-788-0098**16**

Muikamachi Area

**Minamiuonuma Kirizaidon**

¥990

Taiyaki Tomo-chanMinamiuonuma, Nishi-izumida 351-1
tel.025-772-3375**Kyo**Minamiuonuma, Muikamachi 2252
tel.025-773-6606

**17**Limited to
10 per dayMuikamachi
Area**Avalanche Tofu
Don
(Vegetable Mapo Tofu)**

¥1,300

※Only available during lunch (11:00 AM - 3:00 PM).

**18**Limited
quantityMuikamachi
Area**Sea of Japan Carefully
Selected Red Sea Bream
Don ~Two Luxurious
Flavors in One Bowl~**

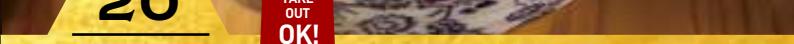
¥1,650

※Due to procurement, there may be times when unavailable.

**19**Muikamachi
Area**Stewed-Tomato-
Curry-Style Niigata
Wagyu Tendon**

¥1,980

※Only available during lunch.

**20**TAKE
OUT
OK!Muikamachi
Area**Layers of Flavor
Korean Pork Don**

¥1,500 [Take Out ¥1,500]

**Trattoria
Izumi**Minamiuonuma, Izumi 564-1
tel.025-775-2228**Co-star Café**Minamiuonuma, Muikamachi
115-1
tel.080-5417-1579

**21**

Muikamachi Area

TAKE OUT OK!

**Iroha-Style Roast Beef Don ~Super~**

¥1,870 [Take Out ¥1,870]

※Extra meat and/or extra rice can be requested.

22

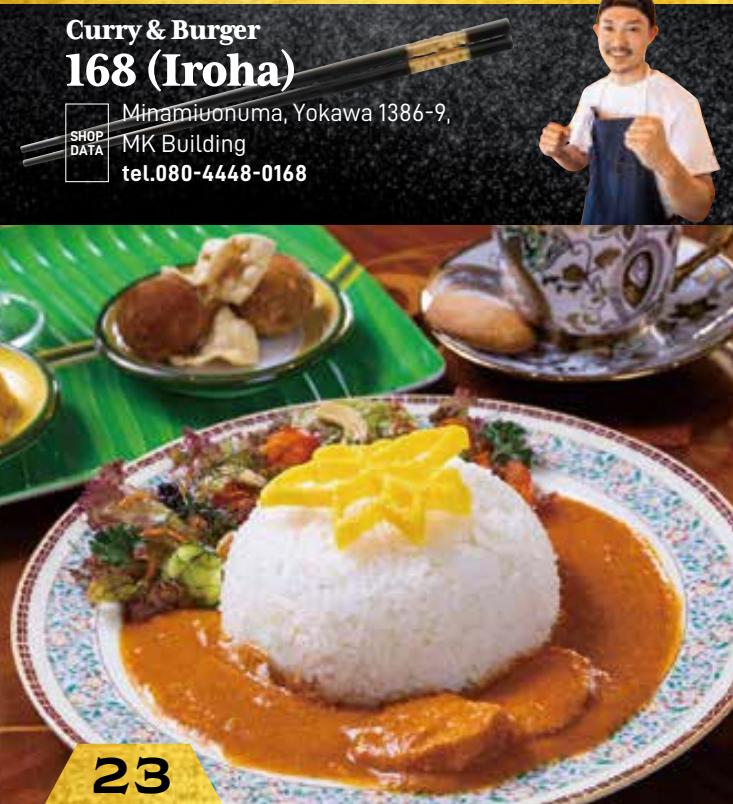
Shiozawa Area

**Extra Premium Douraku Chirashi**

¥2,409

**Curry & Burger 168 (Iroha)**

SHOP DATA Minamiuonuma, Yokawa 1386-9, MK Building tel.080-4448-0168

**23**

Shiozawa Area

**Pleasantly Spicy Butter Chicken Curry**

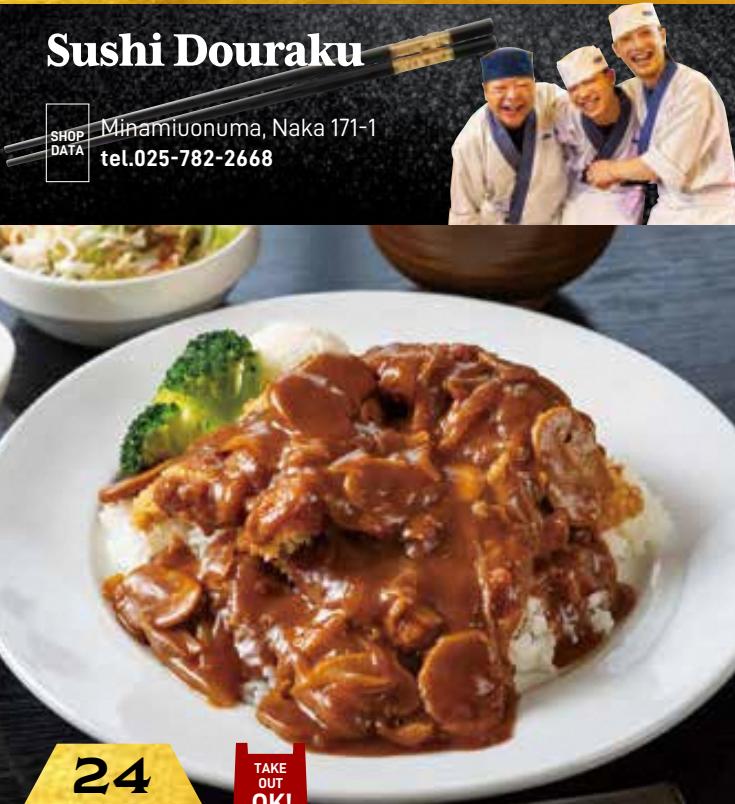
¥2,500

24

Shiozawa Area

**Western-Style Chicken Katsu Don**

¥1,380 [Take Out ¥1,200]

**Sri Lankan Café and Restaurant Araliya**

SHOP DATA Minamiuonuma, Sengoku 673 tel.080-9650-0012

**Kajiki**

SHOP DATA Minamiuonuma, Nakagoshindenko 6421 tel.025-782-0944





25

Shiozawa
Area

TAKE
OUT
OK!



Chunky Beef Tendon Stew Don

¥2,000 [Take Out ¥1,500]

※Extra large: ¥100

Nishikawa



Minamiuonuma, Shiozawa 207-1
tel.025-782-1088



27

Shiozawa
Area



Maiko Special! Seafood Don 2025

¥1,980

※Reservation required (only 20 or over)
※Available from 10/1 - 11/23

Maiko Kogen Hotel



Minamiuonuma, Maiko 2056-108
tel.025-783-3511



26

Shiozawa
Area



Maiko Special! Roast Beef Don 2025

¥1,980

※Reservation required (only 20 or over)
※Available from 10/1 - 11/23

Maiko Kogen Hotel



Minamiuonuma, Maiko 2056-108
tel.025-783-3511



28

Shiozawa
Area



Shitake and Niigata Wagyu Roast Don

¥1,890

※Available daily until supplies run out.

Tappoya



Minamiuonuma, Shimohitoichi 855
Inside Michi no Eki Minamiuonuma
tel.025-783-3983





29

Shiozawa
Area



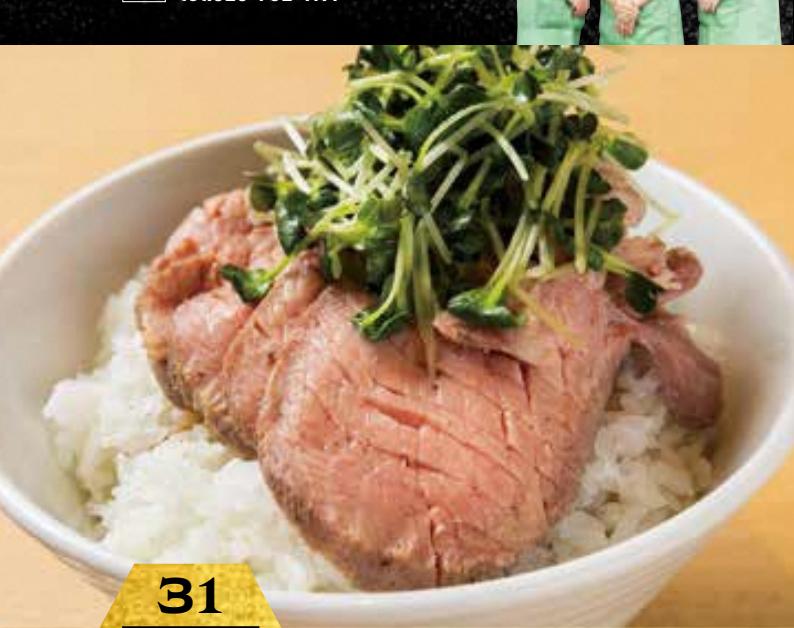
Eternal Blessings of Ueda Premium Course

¥1,600

Ueda no Sato



Minamiuonuma,
Nagasaki 2970-1
tel.025-782-1197



30

Shiozawa
Area



Jumbo Shrimp Tempura Jubako Box

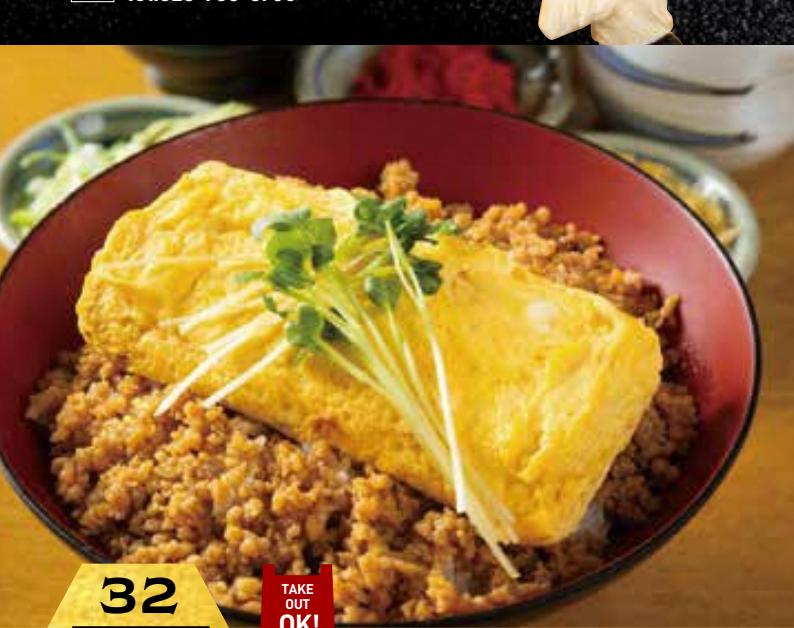
¥2,860

※Majidon temporarily unavailable from mid-October to mid-November. Please inquire for details.

Uono no Sato



Minamiuonuma,
Ubashimashinden 699
tel.025-783-6788



31

Shiozawa
Area



Riso e Lingua (Rice and Tongue)

¥2,000

Cucina Italiana & Café Le Terra



Minamiuonuma,
Ubashimashinden 701
tel.025-788-0588

32

Shiozawa
Area



(Because My Son Went to Aichi,) Hitsumabushi- Style Rolled Omelette Don

¥1,680 [Take Out ¥1,673]

TAKE
OUT
OK!

Tabataya



Minamiuonuma, Mokuraiden 53-1
tel.025-782-1992



**33**TAKE OUT
OK!Shiozawa
Area**Double-Fried Rice
Vinegar Chicken
Nanban Don**

¥1,400 [Take Out ¥1,400]

※Take-out does not include miso soup.

**34**Shiozawa
Area**Mame G's Meat and
Tofu Don**

¥1,680

**Uonuma Kuratomo Farm
Komeya**



Minamiuonuma,
Shiozawa 471-11
tel.025-788-1120

 SHOP DATA

**35**TAKE OUT
OK!Shiozawa
Area**New·Three Favorites
Stamina Don**

¥1,628 [Take Out ¥1,760]

**36**Shiozawa
Area**Soft-Boiled Egg
Yakiniku Kimchi
Don**

¥1,300 [Take Out ¥1,100]

※Large groups please call ahead.
※Additional charge for extra-large serving.

**Dosanko
Shiozawa R17**



Minamiuonuma, Naka 126-1
tel.025-782-1099

 SHOP DATA

Hibiki



Minamiuonuma, Unto 98
tel.025-782-9364

 SHOP DATA



37

TAKE OUT
OK!

Shiozawa
Area



Unagi Combo Jubako Box Majidon

¥2,600 [Take Out ¥2,700]

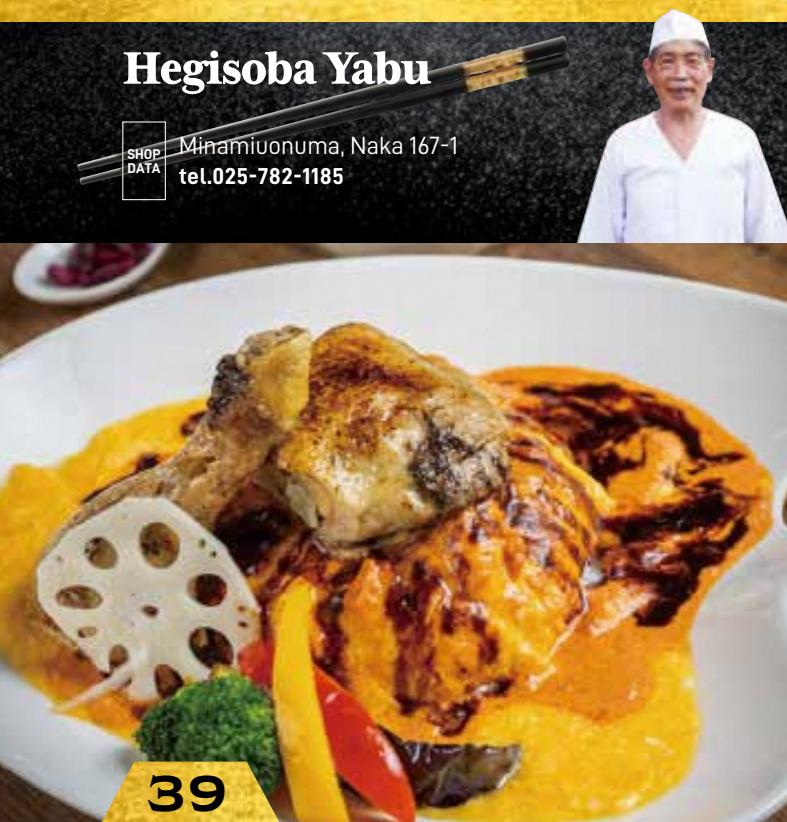
38

Shiozawa
Area



Roast Giblets and Yakiniku Collab Don

¥1,320



39

Shiozawa
Area



"Minamiuonuma Koshihikari x Minamiuonuma Scenery" Uonuma Four Seasons Chicken Palette Don

¥1,980

40

Shiozawa
Area



"Highest Quality Rice x Highest Quality Meat" Niigata Kuroge Wagyu Uonuma Twelve Colors Ultimate Steak Don

¥2,400



Tsubame no Su

Minamiuonuma, Minamitanaka 711
tel.025-788-0300

Tsubame no Su

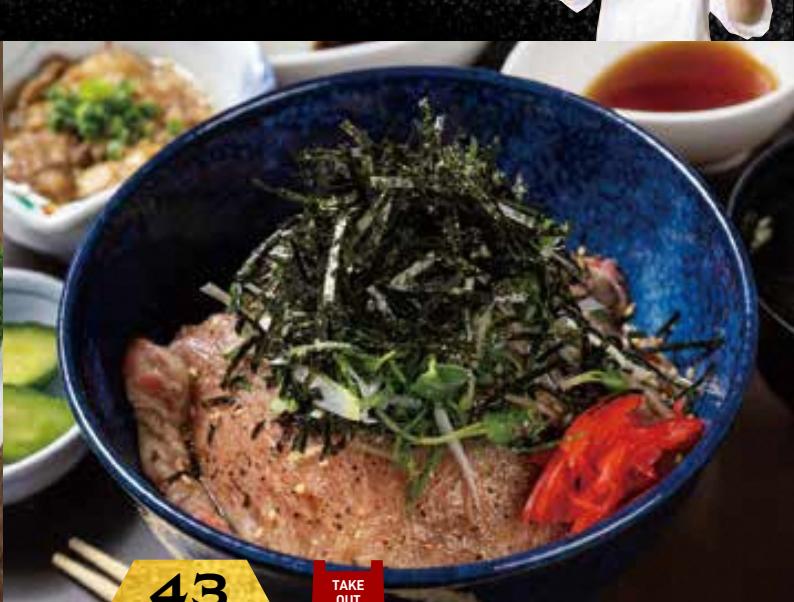
Minamiuonuma, Minamitanaka 711
tel.025-788-0300

**41**

Shiozawa Area

**Homemade!!
Flame-Grilled
Chashu Don**

¥1,760

MimatsuMinamiuonuma,
Mokuraiden 155-16
tel.025-782-1153**43**

Yamato Area

**Sirloin and Ten-Second-
Roast Double Flame-
Grilled Kuroge Wagyu
Ultimate Flavor Don**

¥1,480 [Take Out ¥1,480]

※Only available during lunch.

BuffaloMinamiuonuma,
Myogasawa 1111-12
tel.025-779-4788**42**

Shiozawa Area

**Ramen-Shop-
Specially-Made
Chashu Don**

¥1,500 [Take Out ¥1,600]

TAKE OUT OK!
Limited to 5 per day**Bokushi Street
Ramen Shop**Minamiuonuma, Shiozawa 1210-1
tel.070-1563-2009**44**

Yamato Area

**Kodamaya's Every-
Kind-of-Beef
Jubako Box**

¥2,750 [Take Out ¥2,750]

TAKE OUT OK!

**Family Dining
Kodamaya**Minamiuonuma, Urasa 1355-1
tel.025-777-2072

**45**

Yamato Area

**One-Pound Pork Katsu Don**

¥1,940

**46**

Yamato Area

**Flame-Grilled Roast Pork Don**

¥1,760

**Charcoal Grilled Steak
Tsukiyo ni Kome to Ushi**Minamiuonuma,
Yamazakishinden 95-6
tel.025-788-1771**Budo no Hana**Minamiuonuma, Urasa 5477-1
tel.025-777-5888**Ski Majidon is back!**

Availability Period

December 20, 2025 - February 28, 2026

Two years ago, ski resorts in Minamiuonuma started offering Majidon dubbed "Ski Majidon." This year Muika Snow Resort and Maiko Snow Resort are both returning with signature "don." The menu is currently under development but will offer a unique winter twist on the fall favorite.

**Participating Restaurants****Maiko Snow Resort Maiko Kogen Hotel****Maiko Snow Resort Restaurant Iiho****Muika Snow Resort 2F Tenbou Restaurant**

Food



Rice



Snow



Hot Spring



ゼッピン雪国宣言
ZEPPiN Minami-Uonuma

Discover the “zeppin” of snow country.

Sublime Koshihikari rice, watered by abundant snowmelt from the surrounding mountains.

Sake brewed from crystal-clear water, fermented foods born out of the long winters, and numerous other delicacies.

Playing in the river, mountain climbing, skiing.

Get in touch with nature during all four seasons unlike anywhere else.

That moment when the tall white mountains and golden rice fields capture your heart...

Fill your life with “zeppin.” Visit Minamiuonuma.



**Minamiuonuma City
Tourism Site**

Tourism information sorted by category and easy to browse so you can have even more fun in Minamiuonuma



Sightseeing Brochure

Minamiuonuma's top attractions all crammed into one digital brochure



**Tourism Information
Instagram**

Posting up-to-date information and seasonal attractions



Inquiries

Majidon Campaign Committee (Minamiuonuma City Commerce and Tourism Promotion Division)
949-6696 Niigata, Minamiuonuma, Muikamachi 180-1 Tel: 025-773-6665