

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





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.





01

Muikamachi Area



Echigo Beef and Niigata-Raised Pork Bistro Don

¥1,980 [Take Out ¥1,944]

※Sides and vegetables may change depending on the season.

TAKE OUT OK!



02

Muikamachi Area



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

¥1,650 [Take Out ¥1,620]

※For Niigata Tarekatsu, Bravo uses chicken tenderloin.

TAKE OUT OK!

Grill and Wine
Ju

SHOP DATA

Minamiuonuma, Muikamachi 87-10
tel.025-788-1229



Bravo

SHOP DATA

Minamiuonuma,
Muikamachi 140
tel.025-772-3551



03

Muikamachi Area



Sawada Katsu Don

¥1,000

TAKE OUT OK!



04

Muikamachi Area



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

¥1,980 [Take Out ¥2,160]

Sawada Restaurant

SHOP DATA

Minamiuonuma, Koguriyama 345-5
tel.025-772-4002



Gochisou Oniku Bistro
Kuukai

SHOP 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



06

Muikamachi
Area



Snow Cellar Wagyu Roast Beef Don

¥2,000

Manse-an

SHOP
DATA

Minamiuonuma, Muikamachi 1766
tel.025-772-3113



Yukimuro Wagyu Uchiyama

SHOP
DATA

Minamiuonuma, Nagamori 233-1
tel.025-788-0429



07

Muikamachi
Area



Little Intense Don ~We Put Blackthroat Seaperch on It!!~

¥3,289



08

TAKE
OUT
OK!

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]

Little Hokkaido

SHOP
DATA

Minamiuonuma,
Muikamachi 117-1
tel.025-778-0228



Uonuma Kamakura

SHOP
DATA

Minamiuonuma, 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.



10

TAKE
OUT
OK!

Muikamachi
Area



Sushioka Majidon

¥1,600 [Take Out ¥1,600]

Uonuma Kamakura

SHOP
DATA

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



Sushioka

SHOP
DATA

Minamiuonuma, Terao 243
tel.025-776-2485



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.



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**

SHOP
DATA

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



**Italian Bar
Takumi**

SHOP
DATA

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.

Sengoku



Minamiuonuma, Muikamachi 105-4,
Core Corp Asahi Minami Side
tel.025-788-0098



Sengoku



Minamiuonuma, Muikamachi 105-4,
Core Corp Asahi Minami Side
tel.025-788-0098



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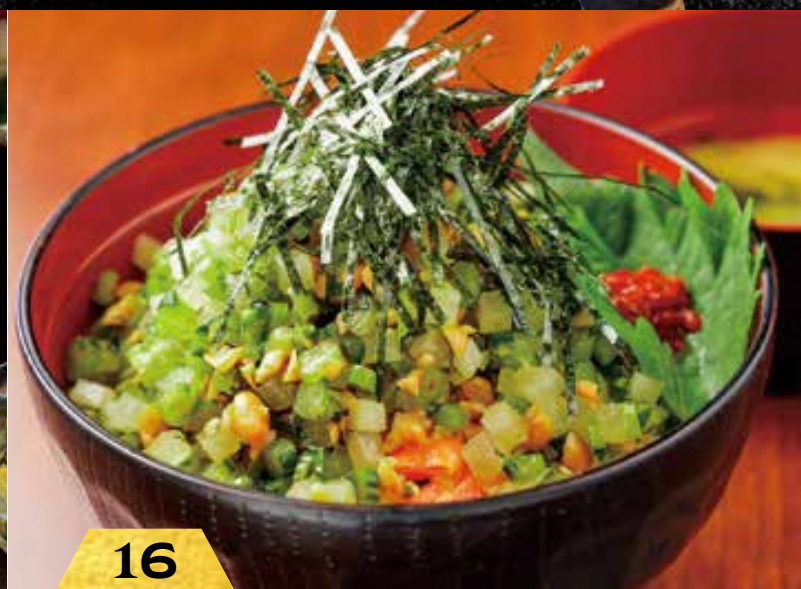
TAKE
OUT
OK!

Muikamachi
Area



Tomo-chan's Friendship Don

¥1,000 [Take Out ¥1,000]



16

Muikamachi
Area



Minamiuonuma Kirizaidon

¥990

Taiyaki Tomo-chan



Minamiuonuma, Nishi-izumida 351-1
tel.025-772-3375



Kyo



Minamiuonuma, Muikamachi 2252
tel.025-773-6606





17

Limited to
10 per day

Muikamachi
Area



Avalanche Tofu Don (Vegetable Mapo Tofu)

¥1,300

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



18

Limited
quantity

Muikamachi
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.

Kero House



Minamiuonuma, Muikamachi 91-6-2F
tel.025-772-7472



Naniwa Chaya



Minamiuonuma, Muikamachi 92-6
tel.025-772-3787



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



Iroha-Style Roast Beef Don ~Super~

¥1,870[Take Out ¥1,870]

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

TAKE
OUT
OK!



22

Shiozawa
Area



Extra Premium Douraku Chirashi

¥2,409

Curry & Burger 168 (Iroha)

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

SHOP
DATA



Sushi Douraku

Minamiuonuma, Naka 171-1
tel.025-782-2668

SHOP
DATA



23

Shiozawa
Area



Pleasantly Spicy Butter Chicken Curry

¥2,500



24

Shiozawa
Area



Western-Style Chicken Katsu Don

¥1,380[Take Out ¥1,200]

TAKE
OUT
OK!

Sri Lankan Café and Restaurant Araliya

Minamiuonuma, Sengoku 673
tel.080-9650-0012

SHOP
DATA



Kajiki

Minamiuonuma,
Nakagoshindenko 6421
tel.025-782-0944

SHOP
DATA





25

Shiozawa
Area



Chunky Beef Tendon Stew Don

¥2,000 [Take Out ¥1,500]

※Extra large: ¥100

TAKE
OUT
OK!



26

Shiozawa
Area



Maiko Special! Roast Beef Don 2025

¥1,980

※Reservation required (only 20 or over)

※Available from 10/1 - 11/23

Nishikawa

SHOP
DATA

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



Maiko Kogen Hotel

SHOP
DATA

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



27

Shiozawa
Area



Maiko Special! Seafood Don 2025

¥1,980

※Reservation required (only 20 or over)

※Available from 10/1 - 11/23



28

Shiozawa
Area



Shitake and Niigata Wagyu Roast Don

¥1,890

※Available daily until supplies run out.

Maiko Kogen Hotel

SHOP
DATA

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



Tappoya

SHOP
DATA

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





29

Shiozawa Area



Eternal Blessings of Ueda Premium Course

¥1,600



30

Shiozawa Area



Jumbo Shrimp Tempura Jubako Box

¥2,860

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

Ueda no Sato

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



Uono no Sato

Minamiuonuma,
Ubashimashinden 699
tel.025-783-6788



31

Shiozawa Area



Riso e Lingua (Rice and Tongue)

¥2,000



32

Shiozawa Area



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

¥1,680[Take Out ¥1,673]

TAKE OUT OK!

Cucina Italiana & Café Le Terra

Minamiuonuma,
Ubashimashinden 701
tel.025-788-0588



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

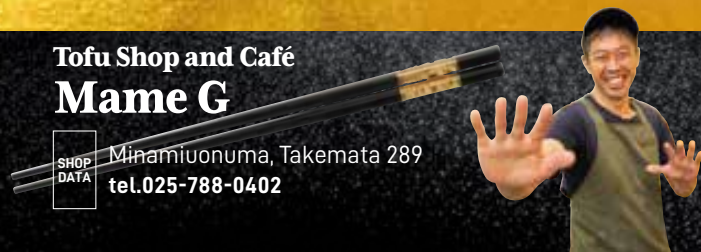
Unuma Kuratomo Farm Komeya

SHOP
DATA
Minamiunuma,
Shiozawa 471-11
tel.025-788-1120



Tofu Shop and Café Mame G

SHOP
DATA
Minamiunuma, Takemata 289
tel.025-788-0402



35

TAKE
OUT
OK!

Shiozawa
Area



New·Three Favorites Stamina Don

¥1,628[Take Out ¥1,760]



36

TAKE
OUT
OK!

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

SHOP
DATA
Minamiunuma, Naka 126-1
tel.025-782-1099



Hibiki

SHOP
DATA
Minamiunuma, Unto 98
tel.025-782-9364





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

Hegisoba Yabu

SHOP
DATA

Minamiuonuma, Naka 167-1
tel.025-782-1185



Matsui Shokudo

SHOP
DATA

Minamiuonuma, Shiozawa 1405-2
tel.025-782-1856



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

SHOP
DATA

Minamiuonuma, Minamitanaka 711
tel.025-788-0300



Tsubame no Su

SHOP
DATA

Minamiuonuma, Minamitanaka 711
tel.025-788-0300





41

Shiozawa Area



Homemade!! Flame-Grilled Chashu Don

¥1,760



42

Shiozawa Area



Ramen-Shop- Specially-Made Chashu Don

¥1,500 [Take Out ¥1,600]

TAKE
OUT
OK!

Limited to
5 per day

Mimatsu



Minamiuonuma,
Mokuraiden 155-16
tel.025-782-1153



Bokushi Street Ramen Shop



Minamiuonuma, Shiozawa 1210-1
tel.070-1563-2009



43

TAKE
OUT
OK!

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.



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TAKE
OUT
OK!

Yamato Area



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

¥2,750 [Take Out ¥2,750]

Buffalo



Minamiuonuma,
Myogasawa 1111-12
tel.025-779-4788



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

SHOP DATA
Minamiuonuma,
Yamazakishinden 95-6
tel.025-788-1771



Budo no Hana

SHOP DATA
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



ぜっぴん雪国宣言

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