

What makes SANO special?

The mountains to the north of Sano City have amazingly clear streams and lush greenery. To the south of the city is a commercial hub where you will never run out of places to shop or eat!

MUST TRY

Sano Ramen

Voted No.1 in Japan's Local Ramen Competition 2025

Sano's dry winters, humid summers, and amazing waters are what make Sano Ramen so unique. Ramen shops have lined the streets since the early 1900's and have been loved by locals ever since. Typical Sano Ramen features a clear soy sauce-based broth and firm, curly noodles that have been pounded with green bamboo. The soup clings to the noodles perfectly, and the rich aroma of wheat is exceptional.

Learn how to make Sano Ramen

If you've fallen in love with Sano Ramen, why not try making your own noodles from scratch?



View Spot



Konzuin Temple
金蔵院
463, Senba-cho, Sano
327-0514

SOUTHERN AREA

With historical sites and commercial areas everywhere you go, you'll never get tired sightseeing and shopping!

View Spot



Mt. Mikamo's Dogtooth Violets
みかも山のカタクリ
112-1, Machiya-cho, Sano
327-0812

4 Things to Do in SANO!

Sightseeing

Not only does Sano offer numerous historical attractions such as renowned shrines and temples and castle ruins built during the Sengoku period, but you can also enjoy seasonal flowers and autumn foliage all around the city.



Local Eats



We're famous for our down-to-earth local delicacies such as Sano Ramen, soba (buckwheat noodles), Imo Fries (Fried potatoes), and so much more. We also recommend fruits like strawberries and pears, and of course our traditional local sake.

Foodie Experiences

Sano offers a variety of food-related experiences from fruit picking to making your own ramen and soba noodles!



Shopping



If you like shopping, you'll like Sano! Check out our Michi-no-Eki (Rest stop) and Tourism and Products Center for local goods, and find great deals at the popular outlet mall!



Tenmyo Imono (Casting)

Sano's Tenmyo Imono casting tradition began around the 10th century when craftsmen were summoned from Osaka to cast weapons. Since then, a variety of items have been made, ranging from tea kettles, temple bells, and Buddhist statues to everyday utensils like pots, hoes, and plows.

City of Cricket Sano

The Sano International Cricket Ground is the home of Cricket in Japan. It is the premier ground in the country where many international matches are held and it is also where the Japan Cricket Association is located.



SANO Suggested Course

Your easy route to Food, Nature and Shopping!

1



Michi no eki (Rest stop) Domannaka Tanuma
道の駅どまんなかたぬま

366-2, Yoshimizu-cho, Sano
327-0313

Here you can find all the fresh vegetables and fruits, locally made processed foods, and sweets you could ever want!

10min. by Car

Karasawayama Shrine

唐澤山神社

1409, Fuji-cho, Sano
327-0801

Built by the Sano clan during the Sengoku Period, the stone walls and moats of Karasawayama Castle can still be admired to this day. If you go all the way to the summit, you can see the entire Kanto Plain.

2



Pick your choice



Ramen lunch
ラーメンランチ

Sano is home to over 150 Ramen shops!!



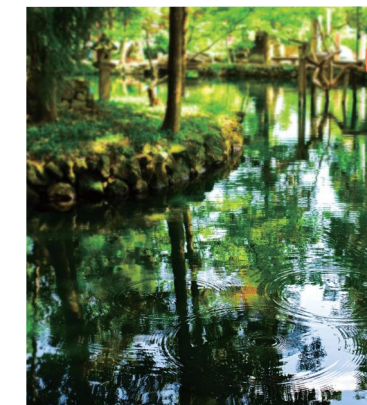
3



Isoyama Benzaiten and Izuruhara Benten Pond
磯山弁財天・出流原弁天池

1117, Izuruhara-cho, Sano
327-0102

Izuruhara Benten Pond is considered one of Japan's Top 100 Exquisite Waters, and is a natural monument of Tochigi Pref. Isoyama Benzaiten Shrine stands beside the pond. While being relaxed by nature, you can also enjoy Sano's local delicacies, "Imo Fries"!



20min. by Car

4



SANO PREMIUM OUTLETS®
佐野プレミアム・アウトレット

2058, Koena-cho, Sano
327-0822

180 OUTLET STORES
Stands in natural surroundings against the backdrop of Mt. Mikamo. Modeled after a town on the east coast of the U.S., center includes many famous brands.

NORTHERN AREA

Rich in nature, you'll never get tired enjoying outdoor activities and amazing views!

Yomogiyama LogVillage

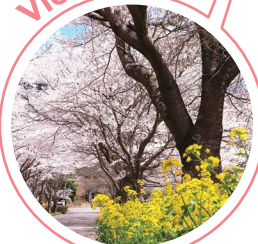
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Negoya Forest Park

Hatagawa riv.

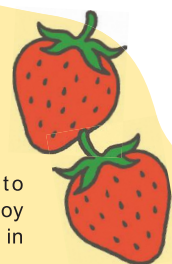
View Spot



Negoya Forest Park
根古屋森林公園
2299, Hikoma-cho, Sano
327-0231

Strawberry Kingdom Tochigi

From December to May, visitors can enjoy picking strawberries in the south of Tochigi.



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Sano brandcharacter "SANOMARU"

If you see a samurai living in Sano's castle town, wearing a Sano Ramen bowl cap and carrying Imo Fries sword at his waist, that's SANOMARU!