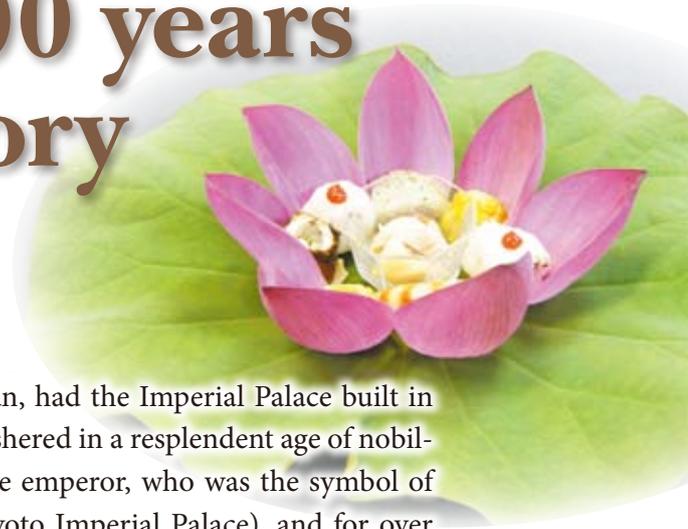


# Well-established shops with over 100 years of history



When Emperor Kanmu, the 50th emperor of Japan, had the Imperial Palace built in what is now the central area of Kyoto city in 794, it ushered in a resplendent age of nobility known as the Heian period. The residence of the emperor, who was the symbol of Japan and its people, was called “Kyoto Gosho” (Kyoto Imperial Palace), and for over 1,000 years, successive emperors, starting from the transfer of the capital to Kyoto until 1869, have made it their home.

The fact that court nobles, who served the emperor and the Imperial Palace, lived in Kyoto for such a long time had a major impression on the development of Kyoto’s culture. The very best in all areas of culture from craft works to cuisine were made in Kyoto. Even as the times changed and the capital was transferred elsewhere, Kyoto’s high creativity remained unchanged, with the popularity of the tea ceremony, which originated in Kyoto, refining the world of practical arts even more. Furthermore, in the Meiji period (1868-1912), in order to replace the sense of loss the people of Kyoto felt after losing the capital to Tokyo, both the government and the people worked together to invigorate the city. In this era, many businesses were established with modernization in mind, and many of the famous shops now known as “shinise”, or businesses with over 100 years of history, had their start then.

“THE KYOTO PREMIUM SELECTION” aims to introduce businesses born from such a historical background, along with their greatest products, all of which have spent over 100 years in business. Once you visit them, you will immediately realize the reason for their longevity. Each shop has products that continue to preserve traditions or new products that have adapted to the times. Many of these products are precious and can only be found in Kyoto.

Kyoto is one of the world’s most popular sightseeing cities and Kyoto Prefecture has roughly 1,500 businesses operating for over 100 years. Please enjoy your trip to Kyoto, as well as shopping at these old and established stores.

