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## Umimachi Shouten

129-1, Ozaki, Iyo-shi ☎089-982-0866

A direct retail shop run by Kanazawa Seika, a maker of *pon-gashi* puffed cereal for over a half-century. The soft-serve ice cream with *pon-gashi* was practically like a parfait! The way they used *pon-gashi* in place of corn flakes gave it a "light" touch that made it seem like a guilt-free treat. Since I'm not a member of the generation with nostalgic memories of *pon-gashi*, if anything, it felt more like a new discovery to me ♪

Umimachi soft-serve  
with jelly & *pon-gashi*!



## Mameai

1862-1, Shimoagawa, Iyo-shi  
☎089-982-0422

This shop's weekend-only offering of sweets made with tofu drew me in. I tried their soymilk smoothie, and it was astonishingly great! I'd thought of soymilk as an ingredient more suited to a supporting role, but at Mameai, all the tofu-related ingredients are cast in starring roles. I picked up some of their *oboro-dōfu* — soft, unprocessed tofu made with 100% Ehime-grown soybeans — to take home with me.



Choose from  
banana &  
strawberry!

Great soymilk  
cheesecake, too!



What sort of shops might  
I find here?



Photo location: Tsutaya Ryokan ▶

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## Hamadaya

21, Minato-machi, Iyo-shi ☎089-982-0145

My number one consideration when dining out is whether somewhere seems suitable for a solo visit or not. I like the kind of places that feel conducive to spending time at your own pace, and Hamadaya really fit the bill. It's an eatery with a venerable history stretching back to 1892, yet has the pleasant feel of a place you'd be comfortable dropping in at on a regular basis. I enjoyed taking in the atmosphere here while stuffing my cheeks with their specialty, *katsudon* — pork cutlets over rice without the usual beaten eggs.

Delicious  
strawberries,  
all-you-can-eat  
for 60 mins ♪

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## Maru Strawberry Farm

900, Ichiba Kō, Iyo-shi ☎080-8873-7047

It was really fun to compare a bunch of different strawberry varieties and try to find what I liked best. (My favorite was Beni-Hoppe, which means "Crimson Cheek.") It would be interesting to share favorites with a friend. It's also fun to seek out berries at just the right stage of ripeness out of all the strawberries growing here. I also tried one of their delectable strawberry soymilk smoothies.



Dining on the  
terrace  
heading back ♪

Courses including  
sweets are  
offered too!

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## Tsutaya Ryokan

110, Nada-machi, Iyo-shi ☎089-909-6123

This ryokan inn is set in a traditional wooden *machiya* townhouse remodeled from a mansion owned by a wealthy merchant long ago, now featuring a mid-20th-century Showa-modern style. As the shutterbug that I am, I was enthralled by all the intricate design, from the *kumiko* panel woodworking to the *ranma* transom and *tokonoma* alcove. Kuroda-san, who manages the inn, told me to feel free to use the room for my creative work. It seems that an artist from overseas has actually stayed here to create work on an extended stay, too.



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## Salon specializing in head massages: Lepo

175-2, Nakamura, Iyo-shi ☎090-9774-0025

Though I don't ordinarily go for massages, I got one here, and it made me realize just how tired I actually was! (LOL) I'm something of a night owl, so I'm always feeling a little sleep-deprived. The therapist, miwa-san, had me all figured out intuitively. Loosening the head with a massage apparently brings up different emotions and different ways of thinking about things. Her concept of "providing care for caring people" seemed really nice to me, too.

## A Neighborhood with a Concentrated Assortment of Everything from Tasty Treats to Relaxation

The Iyo Area brings all the nice things about Iyo City together in one concentrated neighborhood. There are many historic establishments of long standing here, and a lot of retro buildings remain, especially in the shopping district. What makes the Iyo Area so charming, though, is that the story doesn't end with historic "oldness" alone. It gave me such a pleasant feeling to see how efforts are being made to connect with younger generations like mine as well through renovations, rebranding, and so on. It also made me happy the way you could get such a feel of what local residents' day-to-day lives are like just walking through the neighborhood. It really felt like a place that was somehow striking a nice balance with its mix of locals and visitors from afar.