

Northern Alps Sake & Craft Beer Stroll 2025

Event Overview

Discover the natural beauty of the Northern Alps while sipping on locally brewed sake and craft beer at this popular annual event!

Originally launched in 2008 as the *Northern Alps Sankura Sake Stroll*, this event has brought people together over variety of sake from three traditional breweries, Hokuan Daikoku, Hakuba Nishiki, and Ichinoya, in Omachi, Nagano. In recent years, the Northern Alps Beer Brewery has joined to enjoy not only sake, but also carefully crafted local beer. Both the sake and the craft beer are made with carefully selected ingredients and the water from the Northern Alps, making this event a perfect opportunity to truly taste the essence of the region.

With a special tasting cup in hand, participants can explore the heart of Omachi, just a short walk from JR Shinano-Omachi Station, then visit local breweries to encounter people who brew the sake at each brewery. As you talk with them, you'll discover the stories behind each bottle, then turn the experience into a truly special just for you.

Now known as the *Northern Alps Sake & Craft Beer Stroll*, the event continues to evolve. Come and experience new flavors, meet passionate local brewers, and fall in love with the Northern Alps areas all over again.



Event Details

- Date: Saturday, September 6, 2025
 - Time: 1:00 PM – 6:00 PM
 - Location: Downtown in Omachi, Nagano
 - Featuring:
 - Sake Breweries: Hokuan Daikoku, Hakuba Nishiki, and Ichinoya,
 - Craft Beer: Northern Alps Brewery
 - Activities: Tasting booths for sake and craft beer, plus kitchen cars serving local gourmet dishes
 - Ticket Price: ¥3,000 *Tickets are limited and may sell out early.
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How to Join

Participants need to get the special tasting cup to join. There are two ways to get your tasting cup, which serves as your admission pass:

1. Buy a ticket online and exchange it on-site

- Purchase through the website (*eplus*), then pick up your tasting cup and event wristband at the check-in tent on the day.

2. Buy directly at the event

- Cups can also be purchased in person at designated local vendors in advance or at the event site on the day (cash only).
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Ticket Sales

Advance Sales: Ticketing website (*eplus*, payable by credit card) or local stores (cash only)

- Period: June 1 – September 5, 2025

- Local stores:
 - Omachi Tourism Office (8:30 AM–5:00 PM)
 - Wachigai Restaurant (10:00 AM–4:00 PM, closed Tue & 4th Mon)
 - Nishina Shoten (11:00 AM–8:00 PM, closed Tue–Thu)

Same-Day Sales: Special tent at the Omachi Chamber of Commerce (cash only)

- Date & Time: September 6, 11:00 AM–5:00 PM
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Check-In Instructions

- All check-ins and cup exchanges take place at the Omachi Chamber of Commerce tent. (Located 15min walk from JR Shinano-Omachi station)
- If you purchased online, bring your 4-digit confirmation number (from your e-ticket or screen) to receive your tasting cup, pouch, wristband, and event map.
- *Please note:* Cups cannot be picked up at the Tourism Office, breweries, or brewery itself.

Ticketing Site:

<https://eplus.jp/sf/detail/4147320001-P0030001>

For e-ticket assistance, please refer to the e+ customer support or website FAQs. Tickets are non-refundable unless the event is officially cancelled.

Important Notes for Participants

- This event involves alcohol. You must be 20 or older to participate. Please bring valid ID.
- If you are not feeling well or are sensitive to alcohol, consult a doctor before participating.
- Never drink and drive. Use public transit or arrange for alternative transport.
- You are responsible for your own safety and behavior. The organizers are not liable for any accidents or injuries.

- Be respectful of others and follow all venue rules and staff instructions.
- Wear comfortable shoes and dress appropriately for the weather. Keep your valuables safe.
- In case of an emergency or illness, contact staff immediately. If severe weather like a typhoon causes cancellation, updates will be posted on the official website.

Contact

For questions or more information:

Omachi Tourism Association
0261-22-0190





2025 第15回 北アルプス 呑み歩き



お酒は20歳になってから。
未成年者の飲酒は法律で禁じられています。

2025.9.6 (土) 13:00 ~ 18:00

会 場：長野県大町市本通り周辺※信濃大町駅すぐ
白馬錦／北安大國／市野屋／北アルプスブルワリー

参加費：3,000 円 (税込)

主 催：北アルプス呑み歩き実行委員会



チケットの購入については **e+ イープラス** へお問合せ下さい
◀ イベントの詳細についてはこちら
その他お問合せ：大町市観光協会

☎ 0261-22-0190