

Period of
Offering Special Menu

From Thu. Oct. 1st.
to Mon. Nov. 30th.
2026

Purple, Green and its Incredable Tastes

*Purple: related color of "Murasaki Shikibu" who was an author of
"The Tale of Genji," a long novel written in 11th C., and its last ten volumes set in Uji.
*Green: color of Uji tea

Uji's Colorful Culinary Campaign

List of Participating Shops

Vote for
Your
Favorite!

Win Great Coupons!

Vote for your favorite dish at participating shops!

Around 90 winners!
Get up to 5,000 yen
in coupons
to spend at any
participating shops!

Voting Period From Thu. October 1st. to Mon. (Public Holiday) October 12th. 2026



*For illustrative purposes only.

Vote
here



50 BUNBUN: Handmade Bread Shop  Matcha Cream Bun : chachaohkoku_no_oujichama ver. 	51 Kyoryori Ujigawa  Açai Uji bowl 	52 Sweets USAGI  Uji Shirakawa Matcha Mont Blanc 	53 chimaru bagel  Matcha & Purple Potato Almond Cream Bagel with Red Beans 	54 Colorful Gyoza  Colorful Gyoza 
55 CAFE&DINING UP  UP Original Hamburg Steak Set with Purple & Green Salad 	56 Gourmeria Tajima Uji  Murasaki Shikibu's Colorful Milk Pudding 	57 THE CHIFFON  Matcha Chiffon Cake with Purple Sweet Potatoes and Red Beans 	58 brio factory ristorante  Matcha Tiramisu with Fruit Sauce "Uji Murasaki Midori" 	59 Homemade Curry RED  Autumn Eggplant Bolognese Curry "Shikibu Special" 
60 TROID CAFE  Murasaki Midori Ito Okashi Roast Beef Rice Bowl TROID CAFE 	61 Bistro de Bonheur  Fresh vegetable & home made domestic ham 	62 Ranchos Uji Honten  Ranchos Style Chicken Cutlet Loco Moco Bowl 	63 SANCHU  TOFU Donuts ~Matcha Red beans~ 	64 Takoyaki Angel  Takoyaki with lots of green onions and Grape Juice 
65 FUJIGASA  Mochi filled with sweet, juicy seasonal fruit 	66 Bistro Dining Jam  homemade bagna cauda 	67 Bakery Silk Road  Uji Matcha Bagel with Cream Cheese and Blueberry 	68 "G"FACTORY  ACAI BOWL with Dubai chocolate 	69 TEA SQUARE MORIHAN  Uji Matcha mori parfait 
70 Okonomiyaki Nasubi-tei  Beef Tongue Curry Yakisoba 	71 Hiko Zushi  Sushi "It's an autumn" 	72 Auntie's Handmade Shop PAKU  Flower Cake "Matcha & Carrot Cake with Colorful Cookies" 	73 Ishokuya Style Yossan  Spring rolls with popping seaweed noodles ~Purple & Green~ 	74 Bakery Chirol  Uji Matcha SESERAGI Bun, Topped with Sweet-Tart Blueberries 



Project to Promote the Appeal of Uji,
A City Associated with Murasaki Shikibu

Organized by: Uji City



Contact
(Project Office)

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Purple, Green and its Incredible Tastes

Uji's Colorful Culinary Campaign

1~9 Rokujizo, Kohata area

54~56 Shinmei, Habyoushicho, Hironocho area

10~16 Gokasho, Todo area

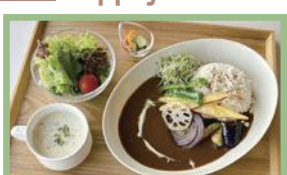
57~74 Makishimacho, Oguracho area

17~53 Uji, Shirakawa, Biwadaai area

Sweets

Savory Meals / Others

Scan the QR codes to explore participating establishments and view the map!

1 HAMBURGER DINER BLUE PLANET  Purple Sweet Potato & Uji Matcha Au Lait 	2 Kyo-Meicha Chayudo  Kyo-Uji Dorayaki 	3 Unagi no Shiotomi  Kyoto Uji Local specialty : Uji Ochazuke " Eel Chazuke " 	4 SAKANAYA  Assorted Sashimi set meal 
10 Kawai farm  Vegetable Gelato "Purple Potato" "Spinach" 	11 Pot-roasted sweet potato SoGa-ya  Uji Matcha parfait by a roasted sweet potato vendor 	12 Cafe sô  Berry Matcha Latte 	13 Restaurant Collabo House  Grande Parfait 
20 MATCHA RE:PUBLIC  Matcha Zenzai 	21 Takeout Azumaya  RED BEANS MATCHA LATE 	22 Wamucha Cafe  Uji Matcha Parfait 	23 Sumiyaki Niku to Kyo no Yasai Nico  Chicken Roll with the Blessings of Yamashiro 
30 afuhi uji  Matcha Ojyan Risotto with mugwort namafu and Kyoto Shibazuke 	31 Atelier Rouge  Miyabi - Matcha and Cassis Sablé - 	32 MATCHA ROASTERY  Roast Matcha Rare Cheese tart with Blueberry 	33 Coffee Stand Kusu Kusu  Matcha Ice Cafe Jelly 
40 hohoemika  Aromatic Uji Matcha Muffin "FUJITSUBO" 	41 BISTRO Auge  Colorful Salad with Homemade Marinated Biwa trout 	42 Coffee & Foods Sappuyer  Vibrant Vegetable Masala Curry 	43 Yogashi Marron JR Uji Station Front Branch  CHANAGON 
44 Tea Store TOBI-EN  RICH MATCHA GELATO 			

5 cafe & dining Briolette  Purple Sweet Potato & Uji Matcha Fluffy Mochi Donut 	6 Kissa Rokujizo  MURASAKI SHIKIBU 	7 YUKARIAN  Colorful Matcha Parfait 	8 Zeniko  Shouro "Uji" "Murasaki Shikibu" 	9 Mangetsudo  Uji Murasaki 
15 LA CUCINA ITALIANA La vita  Uji Matcha Soba Carbonara with Purple Potato & Spanish Jamón 	16 YOROZUYA RINCHO  Matcha Red beans YUME-DORAYAKI 	17 Hannari CafeKyo-no-Amekoubou iwai Byodoin branch  Genji Parfait 	18 AMERICANA  Avocado Cheesecake (Uji Matcha + Cassis) 	19 Nakamura Tokichi Byodoin store  Namacha Zelly [Matcha & Purple Sweet Potato] 
25 Gelato Bambi  Premium Matcha & Mascarpone Blueberry Gelato 	26 Fukutoku  Purple & Green Potatoes 	27 Ito Kyuemon JR Uji Station Front Branch Tea Room  Uji matcha autumn sweets plate "Murasaki Midori" 	28 Food Park (Wagyu Burger and Wagyu Don)  Premium Wagyu Beef "Nikumabushi" with Mixed Shibazuke Pickle 	29 BAR kaguya  Murasaki Midori UJI 
35 Mugiwara Boshi  Bacon épi filled with Kujo green onions 	36 Shiawase no Crepe Bonheur  Purple Sweet Potato and Matcha Marble Crepe 	37 Indian Nepali Restaurant Lumbini  Double Curry : Keema Palak and Purple Sweet Potato Sauce 	38 Gift Shop AOI-SORA  Uji-iro Kohakuto 	39 Sabo KUNUGI  Millet Mochi "Shikibu" 
45 UNJO SARYO  Kumoi Macaron Sand - Murasaki no Kimi - 	46 Cuisine inn AISO  Soba de MURASAKISHIKIBU 	47 Ameagari  Ameagari Uji Matcha and Blueberry Chiffon Parfait 	48 Kyogamo kitchen ZEN  Kyoto duck Japanese style syabu syabu gozen 	49 Akamon Chaya  Ohagi "Ochobo" (with tea) 