

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 

Period of Offering Special Menu

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

Purple, Green and its Incredible 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



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

2 Kyo-Meicha Chayudo

3 Unagi no Shiotomi

4 SAKANAYA

10 Kawai farm

11 Pot-roasted sweet potato SoGa-ya

12 Cafe sô

13 Restaurant Collabo House

14 Iwai Seika

20 MATCHA RE:PUBLIC

21 Takeout Azumaya

22 Wamucha Cafe

23 Sumiyaki Niku to Kyo no Yasai Nico

24 KIMUTON

30 afuhi uji

31 Atelier Rouge

32 MATCHA ROASTERY

33 Coffee Stand Kusu Kusu

34 Uji Hinode En

40 hohoemika

41 BISTRO Auge

42 Coffee & Foods Sappuyer

43 Yogashi Marron JR Uji Station Front Branch

44 Tea Store TOBI-EN

5 cafe & dining Briolette

6 Kissa Rokujizo

7 YUKARIAN

8 Zeniko

9 Mangetsudo

15 LA CUCINA ITALIANA La vita

16 YOROZUYA RINCHO

17 Hannari CafeKyo-no-Amekoubou iwai Byodoin branch

18 AMERICANA

19 Nakamura Tokichi Byodoin store

25 Gelato Bambi

26 Fukutoku

27 Ito Kyuemon JR Uji Station Front Branch Tea Room

28 Food Park (Wagyu Burger and Wagyu Don)

29 BAR kaguya

35 Mugiwara Boshi

36 Shiawase no Crepe Bonheur

37 Indian Nepali Restaurant Lumbini

38 Gift Shop AOI-SORA

39 Sabo KUNUGI

45 UNJO SARYO

46 Cuisine inn AISO

47 Ameagari

48 Kyogamo kitchen ZEN

49 Akamon Chaya