

**10th Premium Outlets and first new location in 10 years:
 Fukaya-Hanazono Premium Outlets®
 Opening October 20, 2022 (Thursday)**

Mitsubishi Estate-Simon Co., Ltd. (Head office: Chiyoda-ku, Tokyo; Chief Executive Officer: Masaki Yamagishi) has decided to open the Fukaya-Hanazono Premium Outlets being developed in Fukaya City, Saitama Prefecture on October 20, 2022 (Thursday).

It will be the **10th Premium Outlets in Japan and first new location to open in 10 years** since the opening of Shisui Premium Outlets (Chiba Prefecture) in 2013.

Fukaya-Hanazono Premium Outlets is developed based on the keyword of “coexisting in harmony with the local community” leveraging the appeal of rich natural environment of Fukaya City and Northwestern Saitama Prefecture, and it will be an outlet mall that offers various fun and memorable experiences. Centered on high-end brands, the outlet mall will have 137 stores, and of those, 41 will be original restaurants and food vendors, including famous stores from Saitama Prefecture. Also, there will be various other enjoyable contents that introduce the appeal of the local community, including Japan’s first “Asobo! Garigari-kun” attraction area, artwork and daily use stores and services. Located adjacent to the outlet mall are the Fukaya Terrace Park and Fukaya Terrace Vegetable Friends’ Farm operated by Kewpie Corporation, and it is only a short 3-minute walk from the Fukaya-Hanazono Station. It will **truly coexist in harmony with the local community, and will be a new tourist attraction which offers various ways to enjoy and also generates local information.**

Fukaya-Hanazono Premium Outlets, developed by the outlet mall developer Mitsubishi Estate-Simon, aims to be a shopping resort not confined to the traditional image of outlet malls, and to be constantly evolving and expanding in line with the current era. In addition, it will contribute to the development of the local community as a new tourist attraction rooted in Fukaya City and Northwestern Saitama Prefecture.

[Features of the Fukaya-Hanazono Premium Outlets]

- ① **137 diverse stores centered on high-end brands**
- ② **Full lineup of 41 restaurants and food vendors, including local gourmet and one-of-a-kind originality**
- ③ **Artwork and attraction are intermixed with the shopping**
- ④ **Also suitable for daily use, with pet friendly environment, and stores such as a supermarket and cafes**
- ⑤ **Leveraging the appeal of the local community, the facilities are designed based on the innovative concept of “coexisting in harmony with the local community”**
- ⑥ **Initiatives for sustainability – Using renewable energy for all electric power at the outlet mall facilities**



■ Area map

Area designed based on the rich natural environment of Northwestern Saitama
【Forest Field】



Area with a historic streetscape built using bricks associated with Fukaya City
【Brick Field】



**Asobo!
 Garigari-kun**



Large "Lily Plaza" main canopy can also be used for events

3-minute walk from the Fukaya-Hanazono Station on the Chichibu Railway



In the evening, enjoy projection mapping on the window of the Food Lodge that can be viewed from both inside and outside the building

FOOD X LODGE



Food court designed based on an image of a treehouse with a view of the bustling mall from 2nd floor terrace seating
【Food Lodge】

■ Features of the Fukaya-Hanazono Premium Outlets

① 137 diverse stores centered on high-end brands

Within the approximately 27,500 m² of retail shopping floor space, 24 of the stores will be the first ever outlet mall locations worldwide and first in Japan. Overall, 94 of the stores will sell merchandise, 41 will be restaurants and food vendors, and 2 will provide services and attraction, for a total of 137 stores.

In the area of fashion, there will be a diverse range of brands from overseas high-end to casual, including brands popular with all ages such as **Bally, Dsquared2, Marc Jacobs, .st, Valentino and Versace**. In addition, the musical instrument manufacturer **Korg** will open its first ever outlet store, and the golf brand **Ping** will open its first outlet location in Japan. Including these new additions, Fukaya-Hanazono Premium Outlets will have a fuller, more diverse lineup of stores that will brighten daily life, including sporting goods and outdoor brands.

② **Full lineup of 41 restaurants and food vendors, including local gourmet and one-of-a-kind originality**

The restaurants and food vendors are **filled with local appeal** that includes famous Saitama stores, local gourmet and limited edition products. Many will also offer **flavors and experiences only available at Fukaya-Hanazono Premium Outlets** by being the first outlet location in Japan or realizing a new form of sales.

The popular finger food restaurant **Nagatoro et Gar** located in Nagatoro Town, Saitama Prefecture (new type of restaurant that will sell miso flavored French fries and locally brewed sake) will offer a limited edition menu including the local Chichibu specialty miso flavored French fries and original kinako flavored soft cream made using the Shakkin Nashi variety soybean originating in the Chichibu region. In addition, other restaurants and food vendors will enable rediscovery of the local appeal, including **@Farm Café by Green Coffee** offering food dishes and sweets made with fresh vegetables grown in Saitama Prefecture and **Moi Saitama Maruhiro**, which is operated by Saitama's long-established Maruhiro Department Store that sells local products and specialty items.

The remaining lineup includes many restaurants opening the first ever outlet location in Japan and original, one-of-a-kind restaurants such as **Café Iguana Mexican Grill** inspired by the legendary Mexican grill opened in Manhattan during the 1980s and **La Figlia Del Presidente** with a menu of authentic Neapolitan food and famous fried pizza.

③ Artwork and attraction areas intermixed in the shopping

● Artwork expressing the rich natural beauty of the area can be found throughout the outlet mall

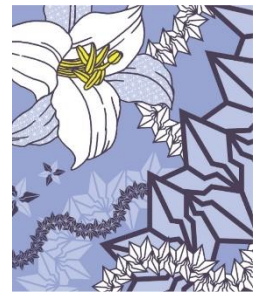
In addition to shopping, the Fukaya-Hanazono Premium Outlets will house artworks from the collection of the Chokoku-no-Mori Art Foundation and wall art drawn by artists on the shopping center walls with the aim of providing a more exciting experience while walking within the mall. In addition, at the Food Lodge designed based on an image of a treehouse, projection mapping created by 10 diverse artists will be displayed on the approximately 25 meter long glass window. The works of art reminiscent of the rich nature and flowers affiliated with Fukaya City located throughout the shopping center will enable visitors to experience art during their visits.



Hideki Tonooka "Bokyo" Conceptual image/Chokoku-no-Mori Art Foundation Collection



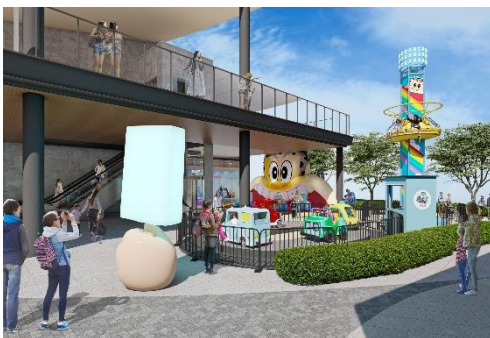
BAKIBAKI "Lirios morados (Tentative)" Conceptual image/ Created onsite



IKEGAMI yoriyuki mia 牧かほり yasuo-range 大河紀 北澤平祐 河井いづみ 山代エンナ アイハラチグサ Chocomoo

Food Lodge projection mapping / Conceptual image of the artwork by participating artists

● "Asobo! Garigari-kun", the first Garigari-kun attraction area in Japan



Asobo! Garigari-kun / Exterior view



Asobo! Garigari-kun / Interior view

Birth of Japan's first attraction based on a motif of Garigari-kun, a shaved ice popsicle manufactured and sold by Akagi Nyugyo Company Limited, headquartered in Fukaya City. Visitors to the area will be greeted by a huge Garigari-kun face and popsicle. Located outside are kids' attractions including a falling and rising drop twister and colorful go carts. Located inside is a pool of balls shaped like Garigari-kun, coin operated rides based on a motif of Garigari-kun and ice cream and merchandise sales of items including stationary. With its overwhelming world view of Japan's famous Garigari-kun, this area will provide great enjoyment for both kids and adults.

④ Also suitable for daily use, with pet friendly environment and stores such as a supermarket and cafes

● Excellent access that is only a 3-minute walk from the train station

Located conveniently close to the **Hanazono Exit** on the Kan-etsu Expressway and only a **3-minute walk from the Fukaya-Hanazono Station** on the Chichibu Railway, this Premium Outlets location boasts excellent access. Including local bus connections from the Fukaya Station on the JR Takasaki Line and Shinrin-koen Station on the Tobu Tojo Line, it will be possible to visit using diverse means of transportation from a personal car to public transportation.

● Pet friendly environment for spending an enjoyable time with the family dog

The common spaces are equipped with pet facilities including foot washing stations and leash hooks. At **Pet Paradise x Ueshima Coffee**, along with sales of pet fashion and goods, there is a café space for enjoying food and drink together with a family dog, making it possible to spend enjoyable time together. Also, it will be possible to enjoy meals together at the Food Lodge terrace seating. *Use of the Food Lodge will be limited to small-size dogs that can fit in a pet cart or can be carried up to the 2nd floor.



PET PARADISE



上島珈琲店
"PRECIOUS COFFEE MOMENTS"
EST. 1983.COM

【Pet Paradise x Ueshima Coffee】

Collaboration store of Pet Paradise, a specialty retailer of pet fashion and goods for dogs and dog lovers, and Ueshima Coffee, which values Japan's coffee culture. It will offer an enjoyable experience for customers visiting with a family dog.

● Supermarket and cafes, which can also be used daily by local residents

In addition, the outlet mall will include the supermarket **Seijo Ishii** and a large number of restaurants, cafes and food vendors, offering daily use extending beyond the traditional Premium Outlets shopping experience through daily shopping, relaxing at a café, eating at a restaurant, viewing the artwork and walking the family dog.

⑤ Leveraging the appeal of the community, the facilities are designed based on the innovative concept of "coexisting in harmony with the local community"

● Facilities designed using bricks associated with Fukaya City and promoting harmony with the rich natural local environment

Based on a concept of "coexisting in harmony with the local community", Fukaya-Hanazono Premium Outlets has been designed with the aim of creating an outlet mall that fits into the landscape of Fukaya and adds vibrancy to the community. The outlet mall boasts a total area of about 176,800 m² and is planned to provide an enjoyable shopping experience. It is made up of the **Brick Field** with a historic streetscape built using bricks associated with Fukaya City, the **Forest Field** designed based on an image of the rich natural landscape of Northwestern Saitama Prefecture and the 2-story **Food Lodge** with an exterior that is homage to the famous flowers grown in Fukaya City. Located between the two fields is the **Center Court**.

Also, the main canopy located in the Forest Field has been named the **Lily Plaza** given its motif of lily

flowers for which Fukaya City is one of the few growing regions in Japan. Along with the Center Court, it is planned to use the plaza for events in partnership with the local community.



Artist's image of the main entrance



Artist's image of the Lily Plaza

● Merchandise sales and restaurant menus using locally grown vegetables

Some of the restaurants are developing limited edition menus that use **locally produced ingredients such as Fukaya leeks**, and it is planned to offer menus that use locally grown fresh fruits and vegetables. Including the stores that will sell local specialty goods, efforts will be made to promote local consumption of local production. It will also be possible for visitors to casually enjoy and take home with them the appealing local foods and products.

● Becoming a new tourist attraction and source of information together with nearby attractions

In May of this year, the Fukaya Terrace Park that promotes the appeal of Fukaya City and Kewpie Corporation's hands-on Fukaya Terrace Vegetable Friends' Farm opened adjacent to the outlet mall. Fukaya-Hanazono Premium Outlets will soon open, too, and as a tourist attraction and source of local information, efforts will be made to invigorate the overall area together with these facilities.

⑥ Initiatives for sustainability – Using renewable energy for all electric power at the outlet mall facilities

With the aim of reducing the environmental burden, the Fukaya-Hanazono Premium Outlets will be the first Premium Outlets to **use solar and other renewable energy for all of the electric power consumed at the facilities**, including the tenant stores.

The approximately 8,000 MWh (estimated annual consumption) used by the tenant stores and common areas will be provided by the almost 440 solar panels installed in the outlet mall (estimated annual generation capacity of approximately 150 MWh) and the procurement of renewable energy through green energy certificates, thereby contributing to the reduction of CO₂ emissions.

Also, in addition to being an outdoor outlet mall, which has a lower environmental burden than indoor malls, the streets are designed to allow natural lighting and incorporate passages that promote air flow. These design features will help further reduce energy consumption.



Artist's impression of the solar panels



Artist's impression of the outlet mall

■ Brand introductions (highlight of several brands)

*All pictures are conceptual images.



KORG



Merchandise sales

First outlet location worldwide

【Korg】

Founded in 1963, Korg manufactures and sells music instruments including synthesizers, tuners and other electronic musical instruments. In addition to pianos and synthesizers, it will be possible to try instruments from guitars to drums at the store, making it possible to more fully enjoy the world of music.



Restaurant

First outlet location in Japan

【Café Iguana Mexican Grill】

Produced by HUGE, this festive restaurant with a Mexican resort feel will be the first outlet location in Japan. In addition to the standard tacos and guacamole, the menu of this Latin restaurant offering endless enjoyment will include a wide range of grilled food such as Fajitas, the most popular dish.



NAGATORO et GALET
Pommes de terre au miso et alcool local

Restaurant

Local restaurant x Local ingredients

【Nagatoro et Galet】 (Miso flavored French fries and locally brewed sake)

First outlet mall location of this popular finger food restaurant located in Nagatoro Town, Saitama Prefecture. Enjoy the new local food "Craft kinako soft cream" using roasted soybean flour made from the rare "Shakkin nashi" variety soybean traditionally grown in the Chichibu region.



Food

Local specialties

【Moi Saitama Maruhiro】

As the first ever outlet mall location, this specialty "food" store produced by Maruhiro Department Store will offer mainly local Saitama specialty items. Enjoy freshly baked bread arriving directly from popular local bakeries daily, as well as pickles shaped like the "Fukka-chan" character made using local vegetables and a wide selection of other delicious foods found only here.

■ Fashion

1	23Ku Select	23区セレクト	アウトレット埼玉県初
2	.st	ドットエスティ	アウトレット埼玉県初
3	Armani	アルマーニ	
4	Beams	ビームス	
5	Boss	ボス	
6	Brooks Brothers	ブルックス ブラザーズ	
7	Calvin Klein	カルバン・クライン	
8	Champion	チャンピオン	
9	Ciaopanic	チャオパニック	
10	Coronet	コロネット	アウトレット日本初
11	Dou Dou	ドウドウ	
12	Dsquared2	ディースクエアード	アウトレット埼玉県初
13	Edifice et Iena	エディフィス エイエナ	
14	Freak's Store	フリークス ストア	
15	Gente di Mare	ジエンテ ディ マーレ	アウトレット埼玉県初
16	Graniph	グラニフ	
17	Journal Standard	ジャーナルスタンダード	
18	Levi's	リーバイス	
19	Marc Jacobs	マーク ジェイコブス	
20	Moussy	マウジー	
21	Nice Clap	ナイスクラップ	
22	Olive des Olive	オリーブ・デ・オリーブ	
23	Polo Ralph Lauren	ポロ ラルフ ローレン	
24	Replay	リプレイ	
25	Shel'tter	シェルター	
26	Spick and Span	スピック アンド スパン	
27	Stone Island	ストーンアイランド	アウトレット埼玉県初
28	Takashimaya	タカシマヤ	アウトレット埼玉県初
29	Takeo Kikuchi	タケオキクチ	アウトレット埼玉県初
30	Tatras	タトラス	アウトレット関東初
31	Theory	セオリー	
32	Tommy Hilfiger	トミーヒルフィガー	
33	United Arrows	ユナイテッドアローズ	
34	Valentino	ヴァレンティノ	アウトレット埼玉県初
35	Versace	ヴェルサーチェ	アウトレット埼玉県初

■ Fashion goods

36	Ace Bags & Luggage	エース バッグス&ラゲージ	
37	Atlantic Stars	アトランティックスターズ	アウトレット埼玉県初
38	Bally	バリー	
39	Casio Watch	カシオ ウォッチ	
40	Citizen	シチズン	
41	Coach	コーチ	
42	Cole Haan	コール ハーン	
43	Danner	ダナー	
44	Fukuske	フクスケ	
45	Furla	フルラ	
46	Gianni Chiarini	ジャンニ キアリーニ	アウトレット関東初
47	Gunze	グンゼ	
48	Hawkins	ホーキンス	
49	Hunter	ハンター	アウトレット埼玉県初
50	Michael Kors	マイケル・コース	
51	Orobianco	オロピアンコ	
52	Owndays	オンデーズ	
53	Regal	リーガル	
54	Samantha Thavasa	サマンサタバサ	アウトレット埼玉県初
55	Saucony	サッカニー	
56	Seiko	セイコー	
57	Tory Burch	トリー バーチ	
58	Triumph	トリンプ	
59	Tumi	トゥミ	
60	Vans	ヴァンズ	
61	Verité	ベリテ	
62	Wacoal	ワコール	
63	Zero Halliburton	ゼロハリバートン	アウトレット埼玉県初

■ Sports & outdoor brands

64	Adidas	アディダス	
65	Adidas Golf	アディダスゴルフ	
66	Asics	アシックス	
67	Asics Walking	アシックスウォーキング	
68	Cobra Puma Golf	コブラ プーマ ゴルフ	
69	Columbia Sportswear	コロンビア スポーツウェア	
70	Dc	ディーシー	
71	Descente Outlet Store Golf	デサント アウトレットストア ゴルフ	
72	Heal Creek	ヒールクリーク	アウトレット関東初
73	Millet	ミレー	
74	New Balance	ニューバランス	
75	New Balance Golf	ニューバランス ゴルフ	アウトレット埼玉県初
76	Nike	ナイキ	
77	Oakley	オークリー	
78	Ping	ピン	アウトレット日本初
79	Puma	プーマ	
80	Quiksilver	クイックシルバー	
81	Roxy	ロキシー	
82	Taylor Made	テーラーメイド	
83	Under Armour	アンダーアーマー	

■ Hobbies & daily goods

84	Airweave	エアウィーヴ	アウトレット埼玉県初
85	Francfranc	フランフラン	
86	Korg	コルグ	アウトレット世界初
87	Pages	ページズ	アウトレット埼玉県初
88	Sanrio	サンリオ	
89	Tempur	テンピュール	
90	T-fal	ティファール	
91	The Cosmetics Company Store	ザ・コスメティックス カンパニー ストア	アウトレット埼玉県初
92	Thermos	サーモス	
93	Zwilling	ツヴィリング	

■ Service

94	Mamanoreform	ママのリフォーム	
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■ Cafés and restaurants / food booths





95	108 Matchasaro	一〇八抹茶茶廊	アウトレット日本初		キオスク店舗
96	37 Pasta 1/2	サーティーセブンパスタ ニブンノイチ	アウトレット日本初		フードホール
97	@Farm Café by Glincoffee	アットファームカフェ バイ グリンコーヒー	アウトレット日本初	埼玉県	
98	Bagel & Bagel	ベーグル & ベーグル	アウトレット埼玉県初		
99	Cafe Iguana Mexican Grill	カフェイグアナ メキシカン Grill	アウトレット日本初		
100	Cha Shu May Atelier	叉焼春 本格叉焼専門工場 チャーシューメイ アトリエ	アウトレット日本初		
101	Cha Shu May Store	叉焼春 本格叉焼直売所 チャーシューメイ ストア	アウトレット日本初		
102	Cheese Garden	チーズガーデン	アウトレット埼玉県初		
103	Curry & Yakitate Naan Amara	カレー & 焼きたてナン アマラ	アウトレット埼玉県初		フードホール
104	Eggs 'n Things	エッグスンシングス	アウトレット埼玉県初		
105	Enoteca	エノテカ	アウトレット埼玉県初		
106	Godiva	ゴディバ			
107	Gong Cha	ゴンチャ			キオスク店舗
108	Gyountei	暁雲亭	アウトレット日本初		フードホール
109	Hakodate Sushi Kantaro	函館 グルメ寿司 函太郎	アウトレット埼玉県初		
110	Hyorokutei	瓢六亭	アウトレット関東初		
111	Jinenjo	次念序	アウトレット日本初	埼玉県	フードホール
112	Kitade Tacos	キタデタコス	アウトレット日本初		フードホール
113	Koedo Mameya	小江戸まめ屋	アウトレット日本初	埼玉県	
114	Kua'aina	クア・アイナ			
115	Kuzefukushouten	久世福商店			
116	La Figlia del Presidente	ラ フィーリア デル プレジデンテ	アウトレット日本初		
117	Lemson' s Crepe	レムソンズクレープ	アウトレット日本初		フードホール
118	Lindt Chocolat Boutique & Café	リンツ ショコラ ブティック&カフェ			
119	Meet Fresh 鮮芋仙	ミートフレッシュ シェンユイシェン	アウトレット日本初		
120	Moisaitama Maruhiro	モイサイタマ マルヒロ	アウトレット日本初	埼玉県	
121	Musashi Joushu Local Gourmet Express	武蔵上州ご当地グルメ屋台	アウトレット埼玉県初		フードホール
122	Musashino Seimenjo	ムサシノ製麺所	アウトレット埼玉県初		フードホール
123	Nagatoro to Galette	長瀬とガレ	アウトレット日本初	埼玉県	
124	Potamelt	ポタメルト	アウトレット関東初		フードホール
125	Roast Beef Yoshimi	ローストビーフ Yoshimi	アウトレット日本初		フードホール
126	Saikabo	妻家房	アウトレット日本初		フードホール
127	Segafredo Caffé	セガフレード・カフェ	アウトレット日本初		
128	Seijo Ishii	成城石井	アウトレット埼玉県初		
129	Soba Fukasawa	蕎麦 深さわ	アウトレット日本初		
130	St.Cousair	サンクゼール	アウトレット埼玉県初		
131	Starbucks	スターバックス			
132	Tully's Coffee & Tea	タリーズコーヒー アンド ティー			
133	Wa Cafe Tsumugi	和カフェ Tsumugi	アウトレット埼玉県初		
134	Wood Burning Steak	本気の薪焼きステーキ	アウトレット埼玉県初		フードホール

■ Collaboration stores

135 136	Pet Paradise×Ueshima Coffee Shop	ペットパラダイス×上島珈琲店	アウトレット日本初		
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■ Attraction

137	Asobo! Garigari-kun	あそぼ! ガリガリ君	日本初	埼玉県深谷市
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	Introduced for the first time to outlet malls in the world
	Introduced for the first time to outlet malls in Japan
	Introduced for the first time to outlet malls in Kanto
	Introduced for the first time to outlet malls in Saitama prefecture

- ・ “East Japan” in the remark “First outlet location in East Japan” refers to Tokyo Prefecture, Kanagawa Prefecture, Chiba Prefecture, Saitama Prefecture, Gunma Prefecture, Tochigi Prefecture and Ibaraki Prefecture.
- ・ This list is current as of July 28, 2022 and may be subject to change.

Location: 169 Kuroda, Fukaya City, Saitama Prefecture
Grand opening: October 20, 2022 (Thursday)
Site area: Approx. 176,800 m ²
Store area: Approx. 27,500 m ²
Number of stores: 137 (94 merchandise stores, 41 restaurants and food vendors and 2 service or other stores)
Parking spaces: Approx. 3,000
Access : By car Approx. 1.5 km from the Hanazono Exit on the Kan-etsu Expressway
By train Approx. 3-minute walk from the Fukaya-Hanazono Station on the Chichibu Railway
By bus (Highway bus) From Tokyo Station, Shinjuku Station, Omiya Station and Kawagoe Station (Local bus lines) Approx. 25 minutes from the Fukaya Station on the JR Takasaki Line (Sat., Sun & National holidays) Approx. 45 minutes from the Shinrin-koen Station on the Tobu Tojo Line (Daily)
Business hours: 10:00 a.m. – 8:00 p.m. (Restaurants: 11:00 a.m. – 9:00 p.m. / Cafes: 9:30 a.m. – 8:00 p.m.)
Holidays: Once a year (Third Thursday in February)

【About Mitsubishi Estate-Simon Co., Ltd.】

Mitsubishi Estate-Simon Co., Ltd., a joint venture between Mitsubishi Estate Co., Ltd. and Simon Property Group, Inc., develops, owns, and operates outlet malls in Japan as the main business. Starting with the Gotemba Premium Outlets that opened in 2000, there are currently 9 Premium Outlets operating in Japan. In addition to Fukaya-Hanazono Premium Outlets scheduled to open on October 20, 2022, the company plans to open Kyoto Joyo Premium Outlets (tentative name) as the third location in West Japan. Premium Outlets are outlet shopping centers born in the U.S. dating back to the early 1980s. With Woodbury Common Premium Outlets in the suburbs of New York City as the flagship mall, other locations include Desert Hills Premium Outlets in the suburbs of Los Angeles and the Waikale Premium Outlets in Honolulu, Hawaii. In addition to Japan, presently, Premium Outlets are also operated in Mexico, Canada, South Korea, Malaysia and Thailand through joint ventures.

*PREMIUM OUTLET SHOPPING[®] and PREMIUM OUTLETS[®] are trademarks of Simon Property Group, Inc.

<Reference>

【Hanazono IC Area Improvement Project】

The project is being implemented by Fukaya City with the aim of revitalizing the wide-area region through agriculture and tourism. Fukaya-Hanazono Premium Outlets is conveniently located about 1.5 km from the Hanazono Exit on the Kan-etsu Expressway and a short walk from the Fukaya-Hanazono Station on the Chichibu Railway. Northwestern Saitama Prefecture, which includes Fukaya City and the Chichibu region, is blessed with tourism resources including a rich natural environment and hot springs. As part of this project, the Fukaya Terrace Vegetable Friends' Farm operated by Kewpie Corporation and Fukaya City's Fukaya Terrace Park opened in May of this year.



Bird's-eye view image

【Fukaya Terrace Vegetable Friends' Farm】 <https://www.kewpie.co.jp/farm/>

At this multi-functional facility operated by Kewpie Corporation, it is possible to experience the appeal of vegetables. Based on a concept of "Learn to love vegetables at this farm that will bring joy to everyone!", visitors can harvest seasonally grown vegetables at the "hands-on farm", as well as purchase fresh and processed fruits and vegetables grown locally at the "marche" held there. In addition, vegetable experts will provide specific advice on when certain vegetables are at their optimum ripeness and how best to prepare them. The facility's appeal will also include a restaurant serving dishes using local ingredients and "vegetable classes" for seeing, touching and learning about vegetables through the five senses.



Exterior view



Sample of the restaurant menu

【Fukaya Terrace Park】 <https://fukaya-terracepark.jp/>

Fukaya Terrace Park opened as a location for promoting the appeal of Fukaya City's agriculture and tourism. Centered on the Circular Plaza, it is planned to hold events such as marche. This park also houses a large original playground based on a motif of Fukaya City's flowers and vegetables, as well as a large digital signage displaying information concerning Fukaya City, a deck offering panoramic views of the mountains in Chichibu and Gunma and a splash pool for hot summer days.

