



Gujo ayu

Gujo ayu caught in the upper reaches of the Nagara River won the Grand Prix at the 2008 National Clear Streams Ayu Tasting Competition.

It is now a popular brand of ayu fish in restaurants and ryotei (Japanese-style restaurants) all over the country, and is sold at a high price.

Bred in a steep stream and with good water quality, Gujo ayu is a first-class ayu in terms of shape, flesh, aroma, and taste.

Tomozuri

Tomozuri is a technique of ayu (sweetfish) fishing that uses the territorial behavior of the ayu to make the decoy ayu attack and get hooked by the hook. It is a fishing method unique to Japan.

