

❖Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	有限会社 新庄東山焼
COMPANY NAME	Shinjo Higashiyama-yaki
YEAR OF ESTABLISHMENT	1841
TYPE OF INDUSTRY	Manufacturing, sales of pottery
MAIN PRODUCT	Pottery
POST CODE	996-0002
COMPANY ADDRESS	1441 Kanazawa Shinjo Yamagata Japan
REPRESENTATIVE	Yahei WAKUI
TEL	+81-(0)233-22-3122
FAX	+81-(0)233-22-3372
URL	http://higashiyamayaki.com/
Instagram	higashiyamayaki_daisuke
E-commerce Website	http://shop.higashiyamayaki.com/
MAIN SELLING CHANNELS	In-house store, Domestic EC site, Retail stores
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Own company's HP, Hometown tax payment site
AVAILABLE LANGUAGE	Japanese

❖EPISODE OF FOUNDATION FOUNDER'S THOUGHT

The founder of Shinjo Higashiyama-yaki, Yahei Wakui was originally a potter from Echigo Province. As he moved from one place to another around Japan to train, he became fascinated with pottery clay in Higashiyama, and in 1841, established Higashiyama-yaki pottery, an official kiln for the Tozawa Clan of Shinjo.

""Produce practical daily-use pottery"" has been our family rule since the first generation.

❖CRAFTMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

I endeavor to produce items that match with the times and that are required by customers, adhering to the basics of traditional pottery-making passed down from the Edo period. To this end, I spare no effort in improving my skills every day so that I am able to deliver pottery that pleases customers.

My family has been making pottery for seven generations using quality clay for pottery found on our premises as well as various glazes handed down within our family, including namakoyu (literally, sea cucumber glaze) that represents the color of Dewa Province's snow in the shade.

◆Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Mint-yu glazed small bowl
GENERIC NAME	Bowl
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	10 × 10 × 4.5cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY600/pc (excluding tax)

A mint glazed small bowl in contemporary style. Convenient-sized, it goes with any food.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Mint-yu glazed coffee cup & saucer
GENERIC NAME	Coffee cup & saucer
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Cup: 6.5x 10 x H 8.5cm Saucer: Φ14cm
WEIGHT	350g
DOMESTIC RETAIL PRICE	JPY1,800 (excluding tax)

A beautiful mint glazed cup and saucer set.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Free Cup (Blue, White, Green)
GENERIC NAME	Cup
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	8.5×8.5×10.5cm
WEIGHT	210g
DOMESTIC RETAIL PRICE	JPY1,200/pc (excluding tax)

A signature cup of Higashiyama-yaki in three colors. The simplicity of this cup makes it easy to fit on the dining table, and suitable as a cup for your personal use.

◆ Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Donburi
GENERIC NAME	Bowl
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	13 × 13 × 7cm
WEIGHT	300g
DOMESTIC RETAIL PRICE	JPY1,000 (excluding tax)

Signature bowls of Higashiyama-yaki in three colors. Not too large, it is perfect for serving rice bowl dishes and soups.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Namako-yu glazed coffee cup & saucer
GENERIC NAME	Coffee cup & saucer
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Coffee cup: 6.5×10×8.5cm, Saucer: Φ14cm
WEIGHT	350g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

One distinctive feature of Shinjo's traditional craft of Shinjo Higashiyama-yaki that has continued since Edo period is its use of clear blue glaze, or namako-yu, that is said to represent the color of Dewa Province's snow in shade. This is a coffee cup and saucer set glazed in namakoyu glaze.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Free cup with handle (Blue, White)
GENERIC NAME	Cup
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	8.5 × 12 × 10.5cm
WEIGHT	230g
DOMESTIC RETAIL PRICE	JPY1,500/pc (excluding tax)

A suitable as a cup for your personal use. The handle is large and easy to hold. Serve the beverage of your choice, whether coffee, tea to milk.

◆ Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Mint-yu glazed Rice bowl
GENERIC NAME	Rice bowl
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	12 × 12 × 5.5cm
WEIGHT	230g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

A beautiful mint glazed rice bowl. Looks wonderful on the table.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	White-yu glazes rice bowl
GENERIC NAME	Rice bowl
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	12 × 12 × 5.5cm
WEIGHT	230g
DOMESTIC RETAIL PRICE	JPY1,200 (excluding tax)

A white rice bowl in a simple and warm design that looks wonderful on the table.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Black namako-yu sake set
GENERIC NAME	Sake set (Katakuchi & 2 Sakazuki)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Katakuchi : 9×7.5×12cm, Sakazuki : 7×7×3.5cm
WEIGHT	420g
DOMESTIC RETAIL PRICE	JPY6,000 (excluding tax)

A sake set glazed in beautiful traditional namakoyu. Sake pours beautifully with no drips.

◆Product information

| Shinjo Higashiyama-yaki |



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Namako-yu glazed sake set
GENERIC NAME	Sake set (Choshi with handle & 2 Guinomi)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Choshi : 12×10×12cm, Guinomi : 6×5cm
WEIGHT	500g
DOMESTIC RETAIL PRICE	JPY10,000 (excluding tax)

A sake set glazed in beautiful traditional namakoyu. Pours beautifully with no dripping. Suitable for special occasions.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo tenmoku rice bowl
GENERIC NAME	Rice bowl
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Choshi: 12 × 12 × 8cm
WEIGHT	300g
DOMESTIC RETAIL PRICE	JPY30,000 (excluding tax)

This sleek rice bowl is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Black namako-yu nagashi tsubo
GENERIC NAME	Pot
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Choshi : 19 × 19 × 22cm
WEIGHT	2,400g
DOMESTIC RETAIL PRICE	JPY30,000 (excluding tax)

A pot with a delightful namakoyu glaze flow.

◆ Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo tokutoku sake set
GENERIC NAME	Sake set (Tokkuri & 2 Guinomi)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Tokkuri : 8×8×15cm, Guinomi : 6×5cm
WEIGHT	360g
DOMESTIC RETAIL PRICE	JPY15,000 (excluding tax)

This sleek sake set is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki. The sake vessel produces a "glug glug" sound when sake is poured, an irresistible sound for sake lovers.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Black namako-yu flower vase
GENERIC NAME	Flower vase
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	10 × 10 × 23cm
WEIGHT	900g
DOMESTIC RETAIL PRICE	JPY8,000 (excluding tax)

A flower vase with a beautiful namakoyu glaze flow. This vase will bestow contrast to fresh flowers beautifully.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo cold sake set
GENERIC NAME	Sake set (Katakuchi & 2 Guinomi)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Katakuchi: 8×9×11.5cm, Guinomi: 6×5cm
WEIGHT	400g
DOMESTIC RETAIL PRICE	JPY15,000 (excluding tax)

This sleek sake set is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki. Help yourself with this beautiful sake vessel that pours well.

◆Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo incense burner
GENERIC NAME	Incense burner
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	8.5 × 8.5 × 13cm
WEIGHT	480g
DOMESTIC RETAIL PRICE	JPY30,000 (excluding tax)

This incense burner is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo pot
GENERIC NAME	Pot
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	19 × 19 × 24cm
WEIGHT	2,300g
DOMESTIC RETAIL PRICE	JPY50,000 (excluding tax)

This pot is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki. Clad in silver shine with spots from iron crystals, this pot offers an air of dignity.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Namako-yu glazed sake set
GENERIC NAME	Sake set (Tokkuri & 2 Sakazuki)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Tokkuri : 8×8×11cm, Sakazuki : 7×7×4cm
WEIGHT	320g
DOMESTIC RETAIL PRICE	JPY1,600 (excluding tax)

One distinctive feature of Shinjo's traditional craft of Shinjo Higashiyama-yaki that has continued since Edo period is its use of clear blue glaze, or namakoyu, that is said to represent the color of Dewa Province's snow in shade. Sake pitcher and cups that fit comfortably in your hands. (Blue, White)

◆Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Mint-yu glazed Yunomi
GENERIC NAME	Tea cup
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	9 × 9 × 4.5cm
WEIGHT	120g
DOMESTIC RETAIL PRICE	JPY600/pc (excluding tax)

A teacup that contrasts the color of green tea beautifully.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo sake set
GENERIC NAME	Sake set (Choshi with handle & 2 Guinomi)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Choshi : 12×10×14cm, Guinomi : 6×4.5cm
WEIGHT	500g
DOMESTIC RETAIL PRICE	JPY25,000 (excluding tax)

This sleek sake set is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki and will add elegance to your dinner.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Yuteki-monyo flower vase
GENERIC NAME	Flower vase
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	9 × 9 × 24cm
WEIGHT	720g
DOMESTIC RETAIL PRICE	JPY18,000 (excluding tax)

This sleek vase is adorned with a distinctive fine pattern akin to scattered oil droplets, or yuteki.

◆Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	1 shaku Ta-nuki (Raccoon)
GENERIC NAME	Object
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	13 × 12 × H31cm
WEIGHT	2,200g
DOMESTIC RETAIL PRICE	JPY6,000 (excluding tax)

Tanuki (raccoon) is written ta-nuki (excel others), and is considered a lucky charm for achieving true happiness through prosperous business/deterrence of evil and disasters, and establishing yourself in society by living in peace and harmony. Suitable as an ornament at the front door or in your living room.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Ocha-nomi set
GENERIC NAME	Tea set (Hohin & 5 Yunomi)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Hohin : 12×9.5×H9cm, Yunomi : 9×9×H5cm
WEIGHT	850g
DOMESTIC RETAIL PRICE	JPY4,000 (excluding tax)

One distinctive feature of Shinjo's traditional craft of Shinjo Higashiyama-yaki that has continued since Edo period is its use of clear blue glaze, or namakoyu, that is said to represent the color of Dewa Province's snow in shade. This tea set is glazed in namakoyu.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Cold sake set
GENERIC NAME	Sake set (Katakuchi & 2 Sakazuki)
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Katakuchi W 7.5 / D 8.5cm / H 11.5cm Sakazuki W 7cm / D 8cm / H4cm
WEIGHT	Katakuchi 290g、 Sakazuki 70g
DOMESTIC RETAIL PRICE	JPY2,600 (excluding tax)

The sake pourer and cups have dusky oceanic blue bodies with soft white streaks. This type of graduated blue hue that looks like a slice of a natural landscape is one of the characteristic features of Shinjo Higashiyama ware. The pourer fits the hand well, and pours without dripping to maximize the enjoyment of sake. Available in blue or white.

◆ Product information



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Free cup with handle
GENERIC NAME	Free cup
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W 12cm / D 8.5cm / H 10.5cm
WEIGHT	230g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

How about using this cup as your own? The handle is large and easy to hold. Use it for coffee, tea, milk, or whatever you like.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Coffee cup and saucer
GENERIC NAME	Coffee cup and saucer
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	Cup: 7cm x 10cm x H 8cm Saucer: 4cm x 14cm x 1cm
WEIGHT	Cup: 190g Saucer: 150g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

One distinctive feature of Shinjo's traditional craft of Shinjo Higashiyama-yaki that has continued since the Edo period is its use of clear blue glaze, or namakoyu, that is said to represent the color of Dewa Province's snow in the shade.

This is a coffee cup and saucer set glazed with Namakoyu.



BRAND NAME	Shinjo Higashiyama-yaki
PRODUCT NAME	Round plate
GENERIC NAME	Round plate
MATERIALS	Clay
PERSON IN CHARGE	Yahei WAKUI
PRODUCTION AREA	Shinjo Yamagata Japan
SIZE	W 14cm / D 14cm / H 1cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY400 (excluding tax)

This plate is a good size for tidbits or sweets.