

January 6<sup>th</sup>, 2026

Shikoku Bank

# Experience the Sake Culture of Kochi ~Why not come to “Tosa-no-Okyaku” ? ~ ~“Kochi-style Party” ? ~ March 7<sup>th</sup> (Sat) - 15<sup>th</sup> (Sun) , 2026

Katsuo “Bonito” Tosa  
Head of the Organizing  
Committee



“Bero-Bero” God  
(God of Booze)



Shikoku Bank Co.ltd  
Regional Innovation Division



Shigin Regional Economic  
Research Institute Inc.

# 1. What is “Tosa-no-Okyaku” (“Kochi-style Party”) ?

- The “Tosa-no-Okyaku” (“Kochi-style Party”) is a big event that turns the entire city of Kochi into a party venue every year in early March. You can see people exchanging cups and saying “Kanpai!” (Cheers!) in various places like shopping streets, parks, and even on trains and trams. It's a spring tradition in Kochi.
- In addition to the parties, over 30 events take place in the central shopping district of Kochi, including drink rallies, markets, music and dance performances, art and culture activities, and sports.

**“Tosa-no-Okyaku”  
 (“Kochi-style Party”)**

**2026  
March 7<sup>th</sup> (Sat)  
–15<sup>th</sup> (Sun)**

**It's okay  
to get drunk!**

**Drinkers'  
Paradise**

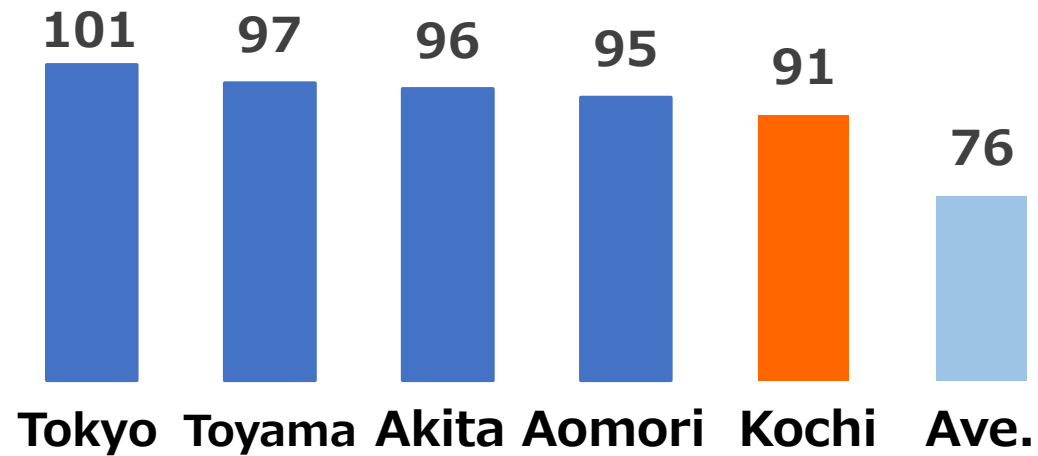
**Let's go on  
a sake tour  
in Kochi,  
the land of sake !**

終電遅  
過ぎ。スマホ  
の画面ハキ  
ハキ。写真  
フォルダに  
見知らぬ人  
のツーショット。  
レシートが大量  
にある。何を頼ん  
だ？冷蔵庫に缶ビー  
ル。見ただけで吐き気。  
靴下が片方ない！カラオ  
ケで演歌熱唱してる動  
画が送られてきた。誰  
が撮った？起きたらマンショ  
ンの下で寝てた。二日酔いで星になっ  
ても動けない。夕方までベッドでうなされなが  
ら心に響く。もう酒やめた。スマホのカメ  
ラロールに、なぜか自撮りでヒースしてる写真が100  
枚。飲んだあとの味のラーメンがたまらん。乾杯が3回  
目。「とりあえず生！」が口癖。みんなで写真撮るのにフラッ  
シュ強すぎ。朝起きたら財布の中空っぽ。枝豆ずつと  
ある。上司がやたら自分語り。店員さんにやたらアフレンド  
リー。酔ってるのにお会計はしっかり割り勘。お冷頼んだのにまたビール来る。  
トイレに行った人か  
く人。笑う人。寝る  
曲！」が3回く  
な！」って  
い。全く知ら  
て帰ってきて  
思っ入ったら、掃除用具の倉庫やった。居酒屋のベランダにカラオケマイク持って外に出ようとし  
ていたらしい。帰ったら、お店の置物を持って帰ってきていた。スマホに“べろべろ”と意  
味不明なメモ。店の外で謎の円陣。頭ズキズキ。タクシーの運転手と仲良  
くなった。シラフだったら夜1人で歩くの怖いけど、酔ってたら怖くない。  
記憶全くないのに、家には絶対  
帰ってきている。むしろ楽しい。知らない人と  
LINE交換、絶対会わんし、話さんのに。飲み足りなくてコ  
ンビで酒を買い足すか、B割残す。家鍵やAirPods等、  
消失。転んで翌朝青あざ。お酒とカラオケがあれば  
みんな友達。朝方一度目が覚めて、水を飲んで再度寝る  
と起きたら昼過ぎ。ひろめ市場で相席になった  
人に美味いつまみ奢ってもら。酔うとな  
ぜか走りがち。酔って帰ってきて玄関で  
起床。気が付けば全裸。タバコの消費が普段の  
2.5倍。最後の店覚えていません。

## 2. The Sake Culture of Kochi & “Tosa-no-Okyaku” (“Kochi-style Party”)

Alcohol Sales (Consumption) per Adult in 2023 (liters)

Top 5 Prefectures



(Source) National Tax Agency

- What is “Okyaku”? In Kochi, “Okyaku” means a banquet where people spend time together enjoying food and drinks. It’s not just a simple drinking party; it’s a communication event that deepens connections between people. The term symbolizes Kochi’s drinking and food culture.

Delicious foods, and a culture that loves drinks and banquets, represented by Hirome Market.

+

Many events that both locals and tourists can enjoy.

+

The hospitality of local people who warmly welcome tourists.

=

“Tosa-no-Okyaku”

(“Kochi-style Party”)

**Hirome Market:** A large indoor food market with 60+ shops, including restaurants and retail stores. You can enjoy drinks, starting in the morning!



### 3. Overview of “Tosa-no-Okyaku” 2026 March 7th (Sat) - March 15th (Sun) (1)

There are many events including those listed below where you can enjoy Kochi's unique food and drink culture which you probably can't experience anywhere else.

#### Cheers in the Heart of the City!



##### Local Gourmet Food Stall Village

Dates: March 7th (Sat) and 8th (Sun), 2026,  
from 10:00 AM to 9:00 PM

A variety of local gourmet foods and popular dishes from Kochi Prefecture will be gathered here. You can enjoy local sake and dishes made with fresh local ingredients from Kochi.

Location: Central Park (Chuou-koen)



##### Tosa's Grand Banquet

Dates: March 14th (Sat) and 15th (Sun), 2026,  
from 10:00 AM to 7:00 PM

There will be dishes made with plenty of ingredients from the mountains, countryside, rivers, and sea of Kochi!

Location: Central Park (Chuou-koen)

#### Bar Hopping in Kochi City!

##### 42th Drink Rally : Bar Hopping Event

Dates: March 9th (Mon) to 11th (Wed), 2026, with  
registration from 6:00 PM to 10:00 PM

On the day of the event please exchange your advance or same-day ticket at the reception for a course sheet which lists five participating bars. Enjoy bar hopping at those five listed venues - each offering one drink and a snack.

Ticket prices: ¥4,000 in  
advance / ¥4,500 on the  
day (tax included)

Registration

Location: Central Park  
(Chuou-koen)



#### Various Events at Nearby Arcades

### 3. Overview of "Tosa-no-Okyaku" 2026 March 7th (Sat) - March 15th (Sun) (2)

There are many events including those listed below where you can enjoy Kochi's unique food and drink culture which you probably can't experience anywhere else.

#### Party on the Tram and Train !



#### Okyaku Tram 2026

Date: March 13th (Fri), 2026,  
starting at 6:30 PM

Enjoy all-you-can-drink draft beer and  
delicious food while taking in Kochi's  
cityscape from the tram!

Price: 6,500 yen (inc.tax) Advance  
reservation required (applications  
accepted from February 2nd 9:00AM)

Location: Inside the tram



#### Special Attendant Event ~Tosa no Okyaku no Monogatari 2026~

Date: March 8th (Sun),  
14th (Sat) 2026, from Around  
midday to 4:00 PM

Enjoy food and culture of Tosa  
with all five senses aboard the  
premium sightseeing train  
"Shikoku Tosa: Dawn of the  
Era". Uniquely all the seats are  
turned towards tables down  
the center of the carriage.  
Price : 21,500 yen (inc.tax)  
Advance reservation required :  
Now accepting reservations  
Location: Dosan Line - between  
Kochi Station and Susaki  
Station



#### Enjoy fun Ozashiki Games



#### Tosa Ozashiki Experience: Tosa Sake and Appetizers

Dates: March 7th (Sat), 11th (Wed), and 13th (Fri), 2026

Experience traditional "ozashiki" games unique to Kochi, such as  
"Beku Cup," "Kiku no Hana," "Shibaten Dance," and "Hashiken," at  
famous venues in Kochi. Enjoy local sake and delicious dishes while  
experiencing "the true Kochi banquet".

Price: 7,500 to 8,000 yen (inc. tax). Advance reservation required

Location: Hotel Ooriya, Hotel Takasago, Hotel Tosa Gyoen





### 3. Overview of "Tosa-no-Okyaku" 2026 March 7th (Sat) - March 15th (Sun) (3)

There are many events including those listed below where you can enjoy Kochi's unique food and drink culture which you probably can't experience anywhere else.

#### Kochi's Local Cuisine Becomes Beautiful Art!



#### Food Festival: 58th Nankoku Tosa Sawachi Festival

Date: March 8th (Sun), 2026, from 10:00 AM to 4:00 PM

Kochi's representative local dish, "Sawachi cuisine," along with fresh sashimi, Japanese, Chinese, and Western dishes are all on display. Come and see the beautiful and dynamic art of these dishes!

Location: Oh-hashidori Street, Hirome Market Front Square

#### The Yosakoi Spring Dance is a Must-See!



#### Yosakoi Spring Dance

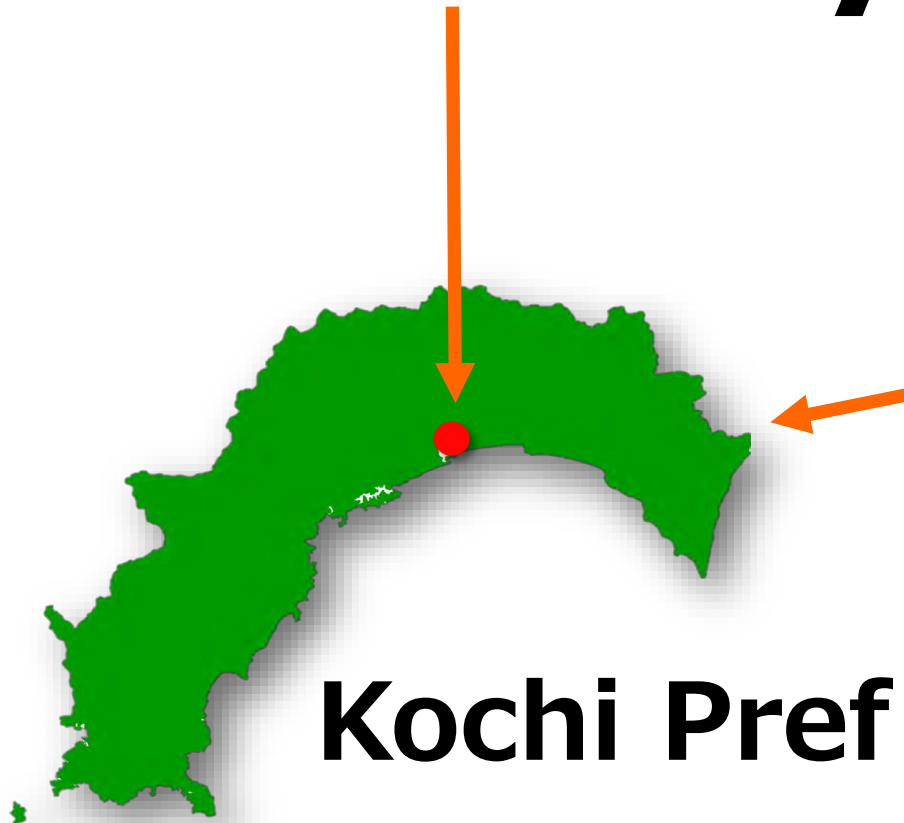
Date: March 14th (Sat), 2026

Teams from the shopping district where Yosakoi originated, as well as award-winning teams from the 2025 Yosakoi Dance Festival will perform. Enjoy the unique costumes and dances that showcase each team's individuality.

Time & Location: Central Park: 4:00 PM to 7:00 PM (tentative)  
Center of Obiyamachi Street: 5:30 PM to 8:30 PM (tentative)

## 4. MAP (1)

# Kochi City



**Kochi Pref**

**Japan**



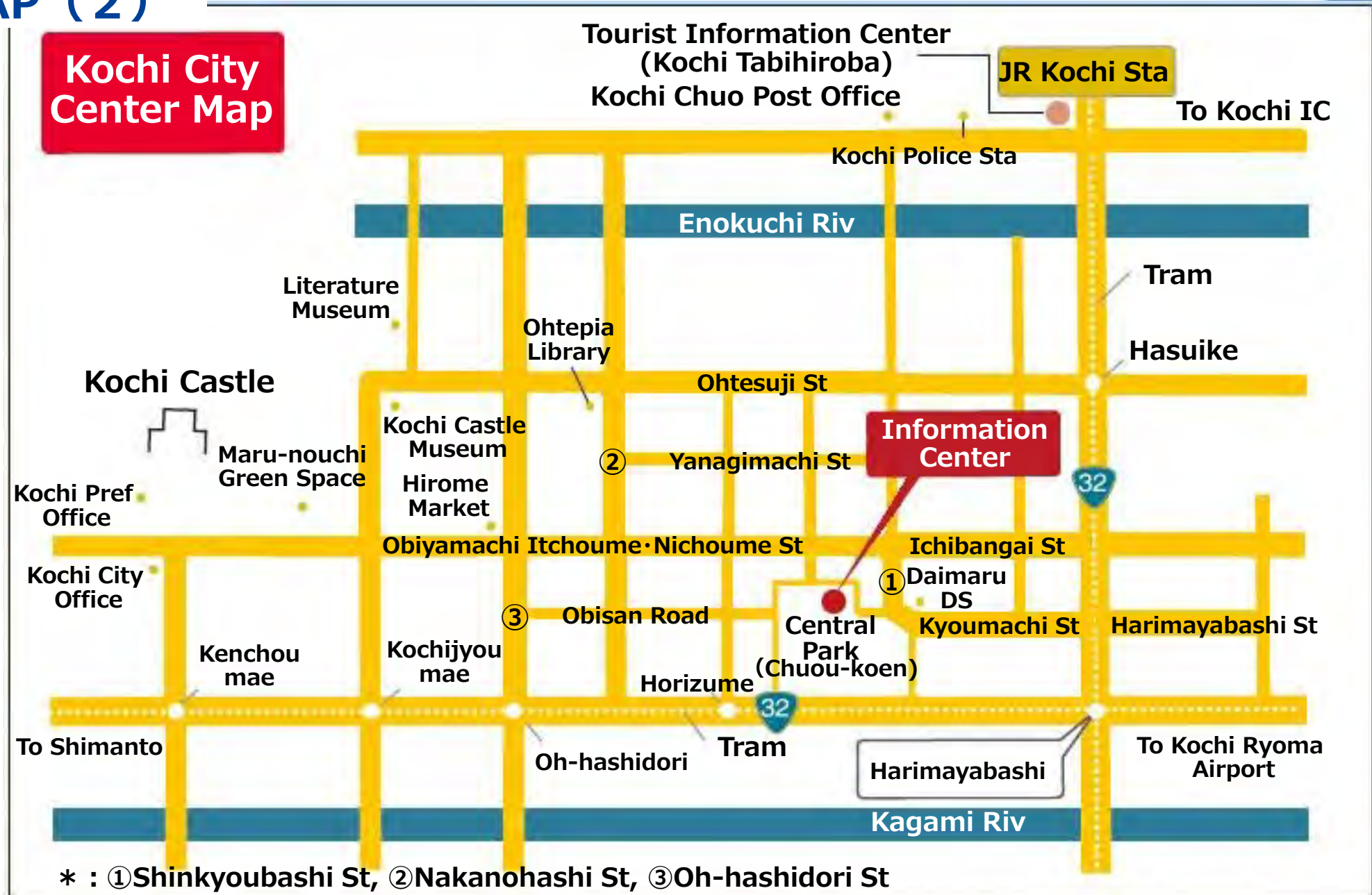
**Tokyo**

**Shikoku Island**

**You can get to Kochi by plane in 1½ hours from Tokyo, or 2½ hours from Taipei.**

**(The only direct international flight to Kochi Ryoma Airport is from Taipei.)**

## 4. MAP (2)





# Contact to “Tosa-no-Okyaku” Committee Secretariat

最新情報は随時ホームページにて公開

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[https://www.instagram.com/tosa\\_okyaku](https://www.instagram.com/tosa_okyaku)

[https://www.youtube.com/channel/UC\\_T46K2Wr-eXrF6CccBJ4-w](https://www.youtube.com/channel/UC_T46K2Wr-eXrF6CccBJ4-w)

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