

The Story of Gyutan-Yaki

1 The birthplace is Sendai.

Gyutan-Yaki (Beef tongue steak) originated in Sendai and is one of Sendai's specialties. There are approximately 100 specialty Gyutan-Yaki restaurants in the city. The origin of Gyutan-Yaki is said to be in 1948 when Keishiro Sano, the first-generation owner of a restaurant "Aji Tasuke" opened in Sendai City. Around 1980, many specialty Gyutan-Yaki restaurants opened in Sendai City. With the opening of the Tohoku Shinkansen, there was an increase in business travelers and tourists, which brought attention to Gyutan-Yaki, making it a representative food of Sendai. Afterwards, Japan suffered a severe blow from the outbreak of Bovine Spongiform Encephalopathy (BSE) in 2001. Despite recent struggles with the coronavirus, we will leverage our past experiences and collaborate across the industry to preserve the taste of Sendai's famous Gyutan-Yaki for future generations.



2 How to Cook Delicious Gyutan-Yaki

Peel the skin off the raw tongue and slice it, making small incisions. Season each slice of meat with salt and pepper, stack them one by one, wrap them tightly with plastic wrap, and refrigerate for one to several days. This process allows the meat to age and enhances its flavor. Grill the aged meat over charcoal on a grill rack and eat it while it's hot. You'll delight in the juicy tenderness and burst of flavor as it fills your mouth.



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A Sendai specialty! Gyutan Yaki



Restaurant map
Please access via QR code.

Aji Tasuke-Honten

022-225-4641



MAP 1



▲詳しい店舗情報

Umami Tasuke

022-262-2539



MAP 2



▲詳しい店舗情報

Gyutan Ippuku

022-265-7914



MAP 5



▲詳しい店舗情報

Sumiyaki Gyutan Oyama

022-264-1780



MAP 6



▲詳しい店舗情報

Gyutan-ryori Masa

022-268-0715



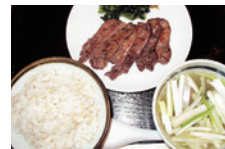
MAP 9



▲詳しい店舗情報

Aji Tasuke no mago no mise Tanabeya

022-713-5777



MAP 10



▲詳しい店舗情報

Gyutan Sumiyaki Jin

022-721-5073



MAP 13



▲詳しい店舗情報

Gyutan Himono Sumiyaki Don-pachi

022-712-8033



MAP 14



▲詳しい店舗情報

Aji Tasuke buntan Imai

022-225-0348



MAP 19



▲詳しい店舗情報

Tan-yaki Ichiryu-Honten

022-261-4026



MAP 20



▲詳しい店舗情報

Online shop

Fukubei

TEL 0120-321-274

MAP 25

As a contributor to the thriving Sendai Gyutan industry, we are committed to creating products centered around Gyutan. With the wish for happiness through food, we have launched our own brand "Fukubei", dedicated to adding smiles and color to your well-deserved moments with carefully selected ingredients and our passion for recipes.

- Natori City, Horiuchi Kitatake 210, Zip: 989-2412
- Fukubei Foods Co., Ltd.
- Please access website via the QR code.
- URL <https://shop.gyufuku.com>

Gyutan-Yaki

We introduce 27 renowned Gyutan-Yaki restaurants. Please access detailed information about each restaurant via the QR code. Let's try out various restaurants and compare their taste!

Restaurant map

Information as of April 1, 2024.

Sendai Gyutan Promotion Association Official web site▶

9/10 Gyutan Day

On September 10th every year, it's Gyutan Day! Enjoy special offers at participating restaurants affiliated with the Sendai Gyutan Promotion Association. For details, contact individual restaurants.

このマークが目印!

Gyu-ya Tanbei

022-772-5118



MAP 15



▲詳しい店舗情報

Gyutan Yakisuke-Sendai eki gyutandori

022-796-0833



MAP 16



▲詳しい店舗情報

Gyutan-Yaki Senmonten Tsukasa-Torayokoten

022-266-3944



MAP 21



▲詳しい店舗情報

Gyutan Sumiyaki Takaya

022-797-8704



MAP 22



▲詳しい店舗情報

Aji no Gyutan Kisuke

022-265-2080



MAP 3



▲詳しい店舗情報

Gyutan sumiyaki Rikyu

022-266-5077



MAP 4



▲詳しい店舗情報

Aji no Gyutan Fukusuke

022-265-9466



MAP 7



▲詳しい店舗情報

Gyutan no Issen

022-265-1935



MAP 8



▲詳しい店舗情報

Sumiyaki Gyutan Higashiyama-Sendai honten

022-263-4129



MAP 11



▲詳しい店舗情報

Gyutan Izakaya Shugoro-Bunten kamisugiten

022-797-5643



MAP 12



▲詳しい店舗情報

Sendai-hassyou Date no Gyutan-Honpo

022-722-2535



MAP 17



▲詳しい店舗情報

Gyutan Aobatei

022-212-8027



MAP 18



▲詳しい店舗情報

Sendai-Gyutan Taka

022-213-3533



MAP 23



▲詳しい店舗情報

Gyutan-ryori Kaku

022-268-7067



MAP 24



▲詳しい店舗情報

仙台ターミナルビル(株)

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FUJISAKI

[Cooperation]

Sendai Tourism, Convention and International Association
Jozenji Street Jazz Festival Executive Committee Secretariat

Sendai Gyutan Promotion Association
Official web site
<http://sendaigyutanshinkokai.jp>