## How to Enjoy Hokkaido

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How to enjoy Hokkaido on the cheap! Tips for visitors from abroad!



Visitors to Hokkaido who do an izakaya-meguri (pub-crawl) might not be familiar with the Japanese custom of ending an evening out with a simple, heartwarming dish. Some people hope to usumeru (dilute) the alcohol by eating a snack at the end of the evening. Others may simply need to fill up their stomach with ochazuke (green tea poured over rice) or an onigiri (rice ball). It is also very common to go to a ramen shop. In this case, the noodles are called shime-ramen (the ending ramen). I think that this custom also fits into Japanese social norms that encourage formally ending the evening together as a group rather than yoromeku (stumble) home separately. Interestingly, Hokkaido has created a unique and popular variation on the shime-ramen custom: shime-parfait (the ending parfait). The word parfait, pronounced pa-FAY, is French and it means "perfect". It was used to name a coffee-flavored frozen dessert that is served on a plate—perfect! Today in the U.S., a parfait is made with ice cream or yoghurt layered with fruit and *guranoora* (granola), and it is served in a large glass. But Hokkaido has taken the parfait to the next level of perfection. Of course, first is the fresh aisu kuriimu (ice cream) or sofuto kuriimu (soft serve) made from the milk of local cows. But that is not all. In Japan, a dish should not only have excellent flavor, but include a range of shokkan (textures), have a beautiful presentation, and change with the seasons. Accordingly, a parfait might include flavored zerachin (gelatin) for its jelly-like texture and corn flakes for their crunch. In addition, a parfait likely has colorful sliced fruit and a delicate okazari (decoration) on top. It's a beautifully presented dessert that is photo-ready for social media. Finally, the parfait may vary according to the season; for example, its ingredients may suggest cherry blossoms in spring or Christmas in winter. All in all, the parfait has become a very Japanese dessert, and eating shime-parfait has become a Hokkaido-style experience! About ten years ago, Sapporo restaurants that served parfaits formed a group in order to promote the custom of shime-parfait to the rest of Japan. Today you can go to their webpage at sapporo-parfait.com for a map of where to find parfaits. When visiting Hokkaido, please try shime-parfait, the perfect ending to a perfect night out!

## 札幌発祥の文化"シメパフェ"をご存知ですか?

"お酒を飲んだ後に何かを食べて締めくくる"という日本人の習慣は、外国人旅行客になじみのない文化の一つ。一般的なのはラーメンで通称"ダラーメン"と呼ばれますが、北海道では見た目が美しくSNS映えもする"シメパフェ"が定着しています。シメパフェは約10年前に生まれた札幌発祥の文化で、北海道産生乳のアイスクリームや旬の果物を使ったパフェをダに食べる提案は若い女性を中心にすぐに広まり、現在「札幌シメパフェ」のウェブサイトには約20もの提供店が掲載されています。春には桜、冬にはクリスマスをイメージさせる食材を使用し季節によって異なる姿を見せるシメパフェ。今はどんなパフェと出会えるのか体験してみませんか。

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